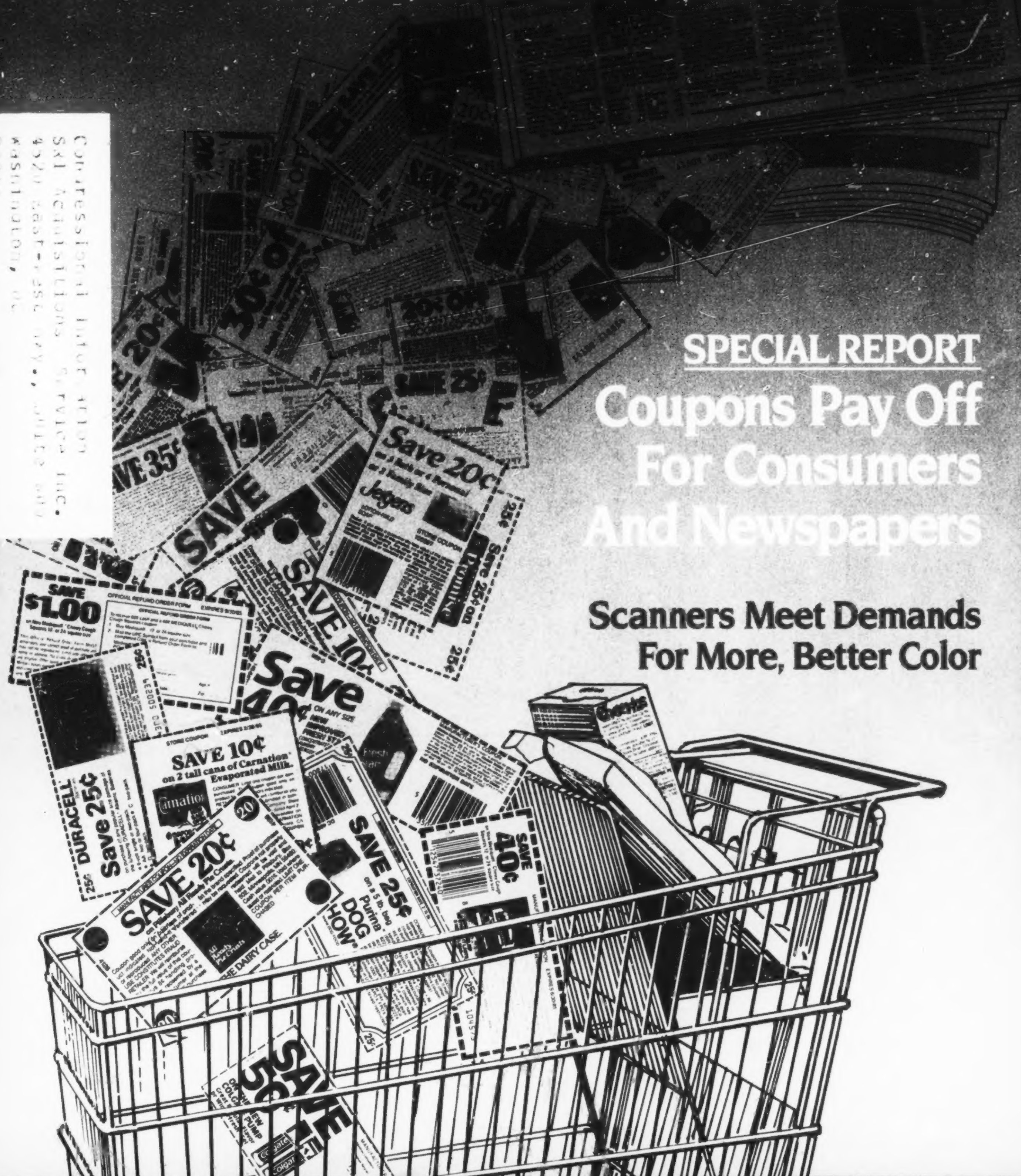
December 1984

presstime

The Journal of the American Newspaper Publishers Association

Congressional Infor 40100
Sxl Acquisitions Service Inc.
4520 East-West Hwy., Suite 800
Washington, DC
20014


SAVE 35¢
SAVE 25¢
20¢ OFF
30¢ OFF
SAVE 20¢
Jergens
SAVE
SAVE 10¢
SAVE $1.00
OFFICIAL REFUND ORDER FORM
Save 40¢ ON ANY SIZE
SAVE 10¢ on 2 tall cans of Carnation Evaporated Milk
DURACELL Save 25¢
SAVE 20¢
SAVE 25¢ Purina DOG CHOW
SAVE 40¢
SAVE 50¢
Colgate

SPECIAL REPORT

Coupons Pay Off For Consumers And Newspapers

Scanners Meet Demands For More, Better Color

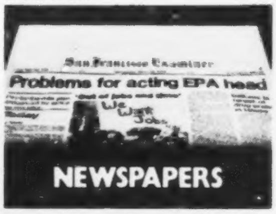
IF YOU CAN WATCH IT, HEAR IT OR READ IT, CHANCES ARE THE HEARST CORPORATION IS INVOLVED IN IT.

Everyday our cameras, microphones and typewriters communicate with countless millions of people.

That's because The Hearst Corporation is one of the major diversified media companies in the world.

We publish 22 consumer magazines. Like Cosmopolitan, Good Housekeeping, Town & Country, Redbook, Harper's Bazaar and Popular Mechanics. And we have 64 foreign editions, distributed in over 50 countries in 9 languages.

We publish 16 daily and 40 weekly newspapers, coast to coast. From the San Francisco Examiner to Albany's Times Union and The Knickerbocker News.

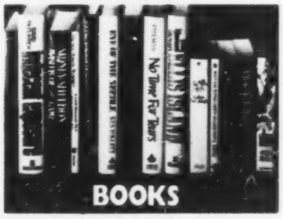


We operate 5 VHF television stations, the maximum allowed by regulations, in top-50 U.S. TV markets. Pittsburgh, Baltimore, Milwaukee, Kansas City and Dayton.

TELEVISION

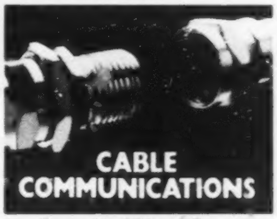
We operate 7 FM and AM radio stations in major markets including Pittsburgh, Baltimore and Milwaukee.

We publish countless best sellers. Hard covers from William Morrow & Company and Arbor House.



Paperbacks from Avon. And we're growing quickly in business and technical publishing with more than 35 periodicals.

We're involved in cable television programming with the Arts & Entertainment and Lifetime networks. And we've acquired four cable systems in California.



In all, The Hearst Corporation is comprised of over 125 separate businesses. Including King Features Syndicate, home of "Popeye" and "Blondie," television production and distribution companies and more.

In fact, no matter who or where you are, we probably communicated with you today.

THE HEARST CORPORATION

We talk to millions of you. One at a time.

© 1984 The Hearst Corporation.

Paper Weight.

"The Boston Globe is one of the country's four great and influential newspapers."

"The editorial excellence of The Globe naturally draws a high quality market. Prominent business executives, political leaders, people who read The Globe because they respect it. As a result, clients who buy space in The Globe know they're getting an ad medium that delivers influence as well as audience.

"As the sixth largest market in the U.S., Boston is extremely important. Therefore it needs a solid, well-respected newspaper like The Boston Globe."

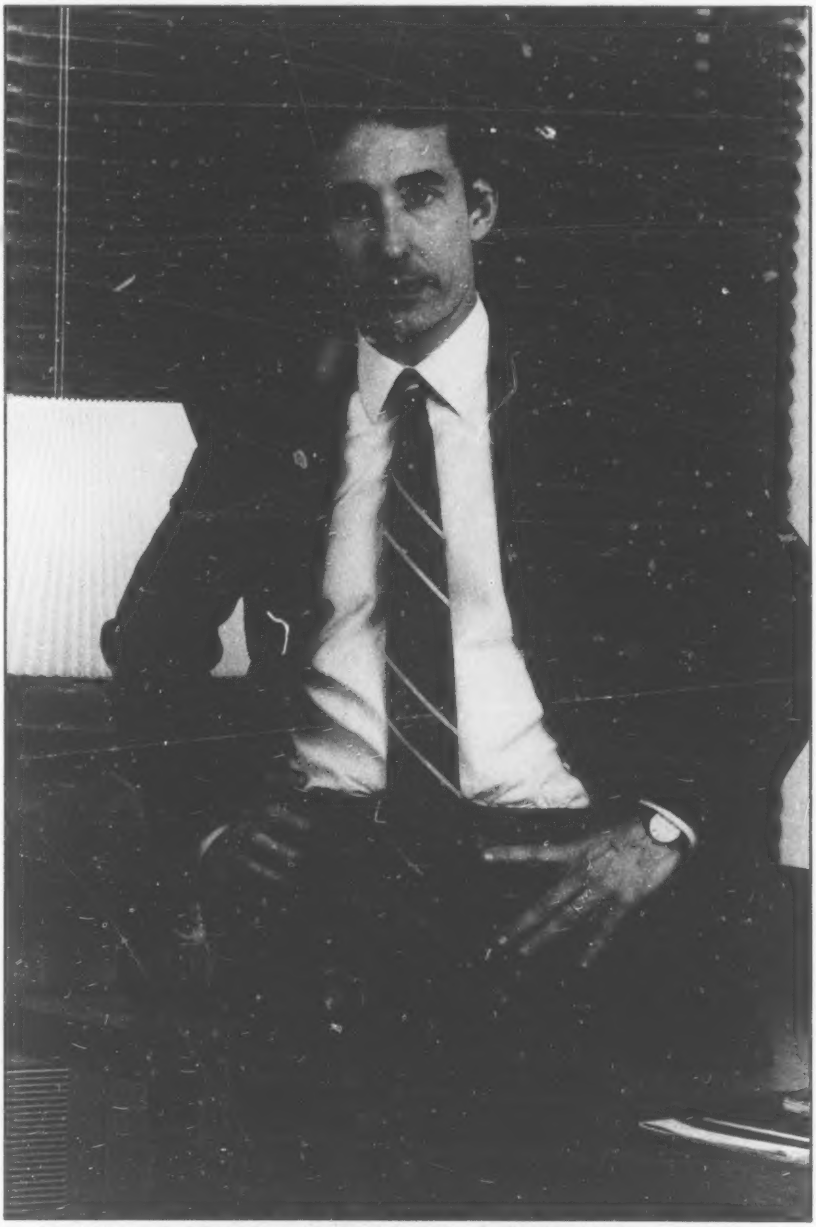
David Lehmkuhl is not alone in his high regard for The Boston Globe. In fact, The Globe has just been awarded two Pulitzer Prizes. And it has recently been named among the country's top 10 newspapers by both TIME and ADWEEK.

Knowing the print media is David Lehmkuhl's business. So when one of his clients has something to sell New England, David buys The Boston Globe. Call Paul Leahy at (617) 929-2144. And discover why New England's most successful businesses are sold on The Boston Globe.

Boston Globe Coverage of Selected Demographic Groups in Metro Boston.

	Daily	Sunday
Adult men	69	73
Adult women	59	67
Age 18-24	68	76
25-34	67	80
35-44	58	72
Professional/Technical	74	86
Manager/Admin.	74	83
Craft/Skilled Laborer	43	64
Individual income:		
$50,000 +	78	92
$35,000 +	76	88
College Graduate or more	79	85
Some college	67	77
2 employed in household	61	74
2 or more children in household	60	72
Own home	64	72
Own condominium	55	54
Value of home/condo:		
$125,000 +	67	74
$100,000-$125,000	69	78
$75,000-$100,000	66	82

Source: Scarborough's National Newspaper Audience Ratings Study, 1983; figs. reflect 5-issue daily, 4-issue Sunday cumes.



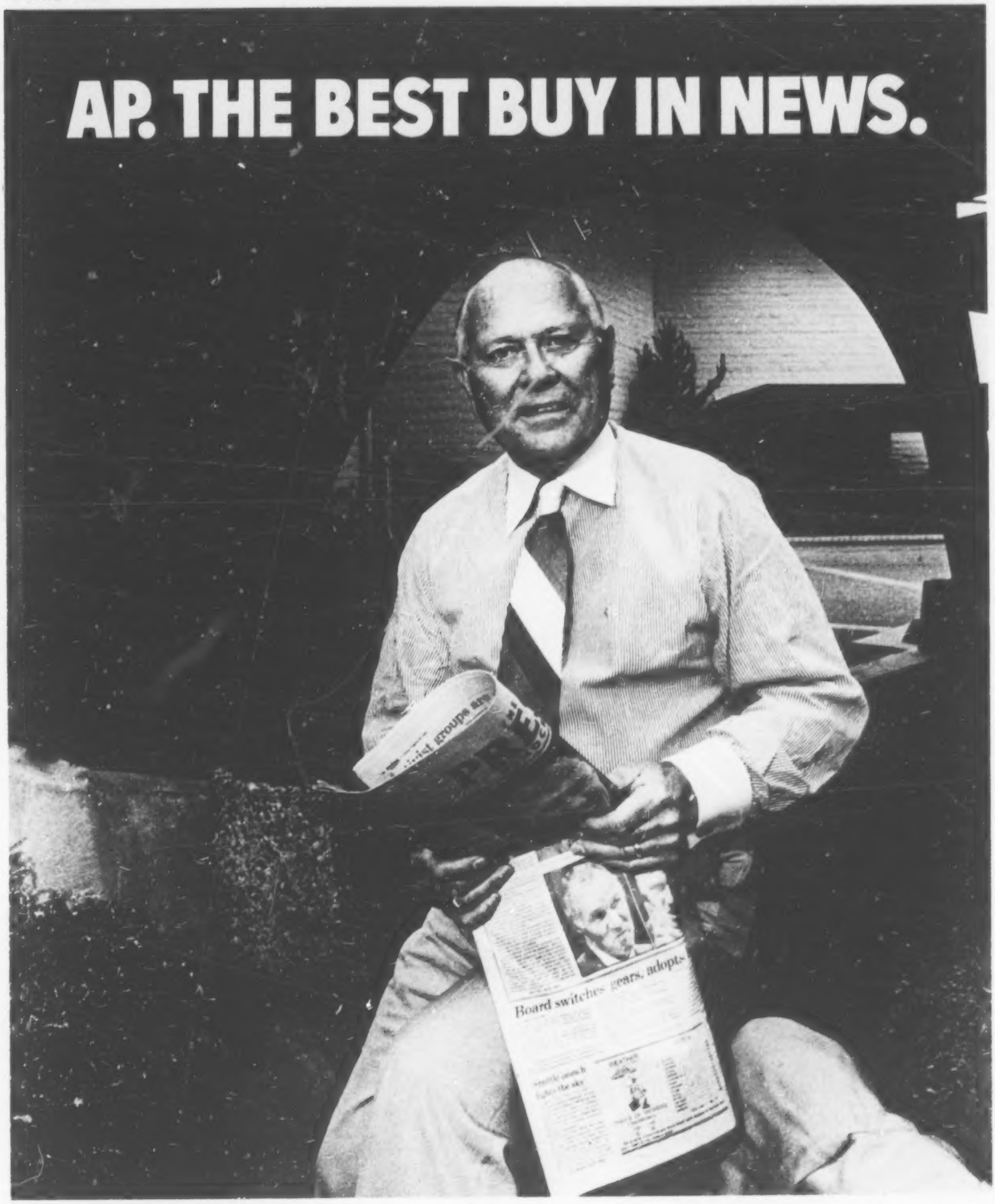
—David Lehmkuhl, Senior Vice President/Group Media Director, NW Ayer, N.Y.

The Boston Globe

A member of Million Market Newspapers, Inc.

AP Photo/Vlamis

Publisher Evert B. Person at the *Luther Burbank Center.*



"For only 4% of our editorial budget, AP provides a substantial 27% of our news. That's good for the bottom line *and* the front page.

"Front page news in Santa Rosa is our new arts center. The Press Democrat has enthusiastically supported the Luther Burbank Center for the Arts since its inception. By enhancing the life of our community, the center has paid back its initial investment tenfold.

"I feel the same way about AP. It enriches my paper with aggressive national and international reporting, dramatic photos and original features on everything from opera to options. Day in, day out, I receive dedicated and professional service from the world's largest news cooperative."

—Evert B. Person, President & Publisher, The Press Democrat, Santa Rosa, California

ASSOCIATED PRESS.
ONE OF A KIND.
AP

presstime

INDEX

VOLUME 6, NUMBER 12 DECEMBER 1984

Special Report *Coupons are a cents-off sensation. The numbers are staggering: Manufacturers issued 143 billion coupons last year, an increase of 20 percent over the year before. On the receiving end, eight out of 10 U.S. households use coupons, and coupon clipping is a consuming passion for some. Newspapers, the traditional leader in coupon distribution, are reaping the benefit of the advertising bonanza. However, there are several areas of concern, including the prospect of increasing competition from direct mail and the problem of misredemption.* **12**

Campus press *Student newspapers aren't kid stuff anymore. Many college dailies have hired professional managers.* **6**

Scanners in a sweep *The use of scanners to produce quality separations of color photographs is growing rapidly around the country.* **8**

Weather or not *Bad weather often brings out the best in newspaper personnel. Contingency plans also help newspapers endure the elements.* **11**

Modern marketing *Today, selling the newspaper means finding what readers and advertisers need, then providing it.* **20**

Telecommunications shakeout *In the last of a three-part series, ANPA's Kathleen Criner and Jane Wilson review newspapers' telecommunications projects.* **23**

Boards of directors *Constituted to oversee business policy, the boards of publicly held newspaper companies are a mix of the familial and the famous.* **26**

Press parlance *Ever wonder about the derivation of "deadline," the story behind "slug," or the point to "pica"? Questions about news lingo are answered.* **28**

Profile: John W. Seybold *Now his word is gospel, but when the chairman of Seybold Publications first preached computer typesetting, few listened.* **30**

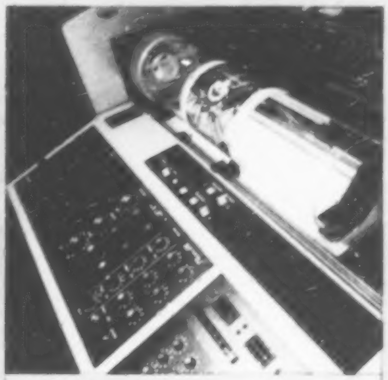
Essay: Cable law *James P. Mooney of the National Cable Television Association gives his industry's view of the new cable-TV act.* **31**

Press options *The results are beginning to come in, and flexography is building support among newspapers.* **42**

The new NLRB *In the past year, the National Labor Relations Board has reversed itself on several key labor issues and ruled in favor of management.* **54**

Coupons, p. 12
(Cover art by Johnstone Quinan.)

Campus Press, p. 6



Color Scanners, p. 8

Advertising 35
ANPA calendar 59
ANPA news 60
Books 41
Chairman's corner 4
Circulation 48
Education 38
Employee relations 50
Government affairs 32
Letters 60
News-editorial 40
News research 38
Newspaper business 58
Newsprint 56
Postal affairs 37
Speeches 47
Technology 42
Telecommunications 46

CHAIRMAN'S CORNER

Communicating with officials aids communications industry

One of the reasons ANPA moved in 1972 from New York City to suburban Washington, D.C., was our recognition that the growing activities of government were affecting newspaper interests more frequently. Our concerns then, as today, were for maintenance of the press freedoms we exercise on behalf of our free people and for preservation of the economic stability necessary for us to do our job.

Richard J. V. Johnson

ANPA strives to represent effectively your newspaper interests before the government. We try to do this carefully—in ways that enable you to maintain always your own independent posture regarding those officials elected by your readers.

ANPA is working to enhance its effectiveness in Washington as the voice of its members and as one of a number of cooperating media-business spokesmen. Traditionally, we are found defending the Freedom of Information Act. We seek to educate elected officials about VDT safety. We encourage the government to apply "print model" freedoms, rather than "broadcast model" controls, to new telecommunications technology. We seek neutrality in federal estate tax laws. In the coming 99th Congress, and in the next four years of the Reagan administration, ANPA will continue these efforts and will be on the alert to other challenges that may arise.

The next two years should be an opportune time for us to enhance our communications with those in government about our business and our constitutional role.

We know pretty much what to expect from the Reagan administration. The election did not produce dramatic new alignments in Congress. The newspaper business continues to have some friends in Washington. Some of those friendships are based on the media roots of the elected officials. Some have evolved out of mutual respect after long, issue-oriented discussions. And this is an excellent time for ANPA and its member-newspaper executives to build upon that base of understanding. We plan to do just that.

As usual, we'll keep everything straightforward with no strings attached, but we have common interests with elected officials who want to strengthen the fabric of our free society. I encourage newspaper executives to consider how they can help in our proper communications with governmental officials. Do you know the members of Congress from your area? How do they feel about the concept of openness in our society? Do they understand the economic challenges you face as well as they understand those faced by your community's other large employers?

Over coming months, ANPA will be working to enhance government understanding among many new—and old—government officials. The newspaper business can use your help in this work.

Dick Johnson

Richard J. V. Johnson
Chairman and President

ANPA
presstime®

Publisher, Jerry W. Friedheim
Editor, James E. Donahue
Managing Editor, Maurice Fliess
Assistant Managing Editor, C. David Rambo
Labor Writer, Clark Newsom
Staff Writer, Margaret Genovese
Staff Writer, Marcia Ruth
Staff Writer, Barbara J. Friedman
Technical Writer, Paul Kruglinski
Art Director, Shirley Schainblatt
Editorial Assistant, Mary B. Oran

Advertising Manager, Jonathan A. Reed

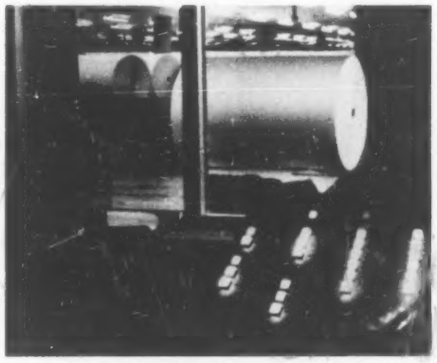
ANPA Executive Offices
The Newspaper Center, 11600 Sunrise Valley Drive, Reston, Va.
Mail address: Box 17407, Washington Dulles International Airport, Washington, D.C. 20041;
(703) 620-9500

Advertising Sales Representatives
East
David Bentley, Publisher, Marketing & Media Decisions, 1140 Avenue of the Americas, New York, N.Y. 10036;
(212) 391-2155
Midwest
Elaine Purnell, Midwest Manager, Marketing & Media Decisions, Suite 530, 401 N. Wabash Ave., Chicago, Ill. 60611;
(312) 670-4488
Southeast/Southwest
Ned Quenzer and Bob Stites, Quenzer/Stites Inc., 3552 Habersham at Northlake, Tucker, Ga. 30084; (404) 491-1419
Western
Jenny Bishop and Tory Abel, Bishop & Abel, 6446 Orion Ave., Van Nuys, Calif. 91406;
(818) 989-0994

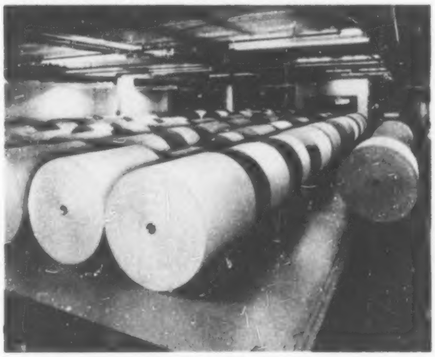
presstime Advisory Committee
Frank A. Bennack Jr., The Hearst Corp., New York, Chairman
Lloyd Ballhagen, Harris Enterprises, Hutchinson, Kan., Vice Chairman
Christy C. Bulkeley, The Saratogian, Saratoga Springs, N.Y.
Tom J. Hardin, Alexandria (La.) Daily Town Talk
George P. Kennedy, University of Missouri School of Journalism
David Laventhol, Newsday, Long Island, N.Y.
Thomas F. Matthews, Tracy (Calif.) Press Inc.
Carol Sutton, The Courier-Journal and The Louisville Times

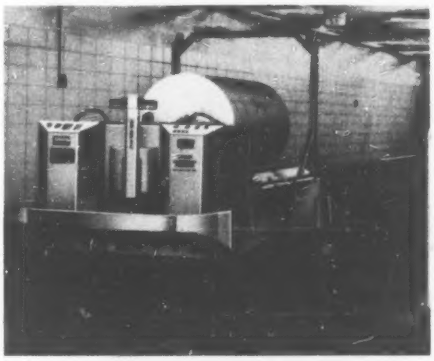
presstime
Presstime magazine (ISSN 0194-3243) is published monthly by the American Newspaper Publishers Association. 11600 Sunrise Valley Drive, Reston, Va. 22091. Basic subscription rate of $50 a year is included in members' dues. Non-member rate is $100 domestic, additional overseas. Second-class postage paid at Reston, Va., and additional mailing offices. Copyright 1984 by ANPA. All rights reserved. Unsolicited articles and photos should be sent to the presstime editor. POSTMASTER: Send address changes to presstime, ANPA, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041.

An Automatic Approach To Newsprint Roll Handling.



With today's trend towards automation, Webb automatic newsprint roll handling systems are fast becoming a key area for trimming production costs in the newspaper industry. From wrapped roll storage to the reel stands, time and efficiency are critical when handling the necessary tonnage of paper rolls to meet daily production schedules. Webb newsprint roll handling systems feature state-of-the-art equipment and controls ranging from simple gull wing conveyors to sophisticated AGVS (automatic guided vehicle systems). With basic information from the customer, Webb can custom-design a cost efficient, automatic system including preliminary concepts, rough pricing, and project scheduling. Innovative experience has earned Jervis B. Webb an unparalleled, worldwide reputation of quality and reliability in newsprint roll handling.





For more information on paper and newsprint roll handling systems call our Material Handling Hotline: 313/553-1220.

Jervis B. Webb Company

Jervis B. Webb Company/Webb Drive/Farmington Hills, Michigan 48018/(313) 553-1220

Sherry Peters

Joel Sartore

Campus Press

Hired hands help students apply good business practices to their newspapers, which have become big business

BY MARGARET GENOVESE
presstime staff writer

The college newspaper is in the midst of an evolution toward more professionalism. Nowadays, the offices of student newspapers commonly include a cubbyhole or two or even more for paid non-student workers, including in some cases a full-time employee in the top administrative position.

Some schools have a long tradition of professional business administration. The Daily Illini at the University of Illinois, for example, has had a professional publisher since 1911.

A 1982 study of the nation's 102 college daily newspapers revealed that 94 percent employed non-students in positions ranging from production manager, which is the most universal non-student job, to news advisers, office managers, photo technicians and clerks. Paul A. Atkins, professor of journalism at West Virginia University, who conducted the study, says most college dailies have a non-student at the top with the title of director of student publications, publisher, general manager or business manager.

"It's been evolving over a period of 10 or 15 years, maybe longer" as college dailies got too big for students to manage, he reports.

"Students are great. But they are not meticulous. They are not mature," Atkins says. And they usually are not skilled enough to handle the business chores of a campus daily, which can be immense.

Of course, not all college papers are big businesses.

There are an estimated 3,200 U.S. college newspapers. They range in size from "a mimeographed monthly to a $2.5-million-budgeted daily," according to Paul D. Buys of Associated Collegiate Press, an association of college and high school newspapers, magazines and yearbooks. As director of "critical services," Buys administers the organization's program of evaluating and rating student publications.

About 1,740 of the college newspapers are at four-year institutions. The rest are at two-year schools.

One college daily at which professionals are playing a bigger role is The Daily Nebraskan at the University of Nebraska in Lincoln. Daniel M. Shattil, the former manager of a group of free-circulation weeklies in Columbus, Ohio, was hired in July 1981 to oversee the 17,500-circulation paper's advertising, production and circulation departments as well as its business office.

Countering turnover. "They needed someone to keep the continuity of the paper going and to work more on long-term projects," says Shattil, who replaced a graduate student. Continuity is in short supply on student publications because of the student personnel turnover. Top editors at The Daily Nebraskan change every semester and advertising positions change annually.

Students will run their own show at Minnesota Daily (far left); at Daily Nebraskan, professional Shattil (left) manages.

Since Shattil's arrival as general manager, the Nebraskan's annual budget has grown from $450,000 to $750,000, about 95 percent of which is met by advertising. It also has almost doubled its profit, from $28,000 to $50,000 last year. Those earnings are plowed back into the publication for purchases such as typesetting and darkroom equipment.

Ironically, Shattil did not work on his college newspaper when he was a journalism student at the University of Colorado precisely because the Colorado Daily was so heavily professional.

After becoming independent from the university in 1971, the Daily became increasingly staffed with non-students. Today, according to Editor and Publisher Timothy L. Lange, half the editorial staff, including the top five editors, are non-students as are most of the advertising and business personnel.

At the Nebraskan, there initially was "a lot of resentment" among students over Shattil's hiring, says Editor-in-Chief Chris Welsch, a senior majoring in journalism and English literature. "I didn't like it at the time," he admits. "I felt it would take away the flavor of the paper. I felt he wanted to make it too professional."

However, Welsch says his fears that the "creative aspect" of the Nebraskan would diminish have not materialized. Shattil has no control over editorial content, Welsch explains.

He adds that Shattil is "very neutral" in other areas by providing information on options but not making decisions for the student advertising manager or for the paper's "publisher"—a publications board made up of students, faculty and journalism professionals. For example, Welsch says, the board adopted a policy against accepting "sexist" advertising despite Shattil's opposition.

Although the trend has been toward more professionals in increasingly specialized roles, one college newspaper decided recently to end the services of a professional business manager. The University of Minnesota's board of student publications voted last spring to cease its policy of employing a non-student business manager for the 40,000-circulation Minnesota Daily.

It was, in the main, a decision based on educational policy, says Jean W. Ward, associate professor of journalism who proposed eliminating the non-student position. "The notion seems to be that running the business department is more complex and challenging than being editor. It's an idea I reject," she explains.

The university is in a better position than ever to provide support for a student business manager because it just initiated a media management program in its School of Journalism and Mass Communication, Ward says.

Two other positions will continue to be staffed by full-time professionals: production manager and computer systems manager. They are not considered to be "policy" positions, Ward says.

Business management is not the only area in which college newspapers have sought professional help.

Pressure to sell. Squeezed school budgets have forced many of the publications to work harder to support themselves, according to Nancy Greene, immediate past president of College Media Advisers and general manager for student publications at the University of Texas at Austin. That has translated into more concern over selling advertising, an activity traditionally overshadowed by editorial concerns, she says.

Publications Greene oversees include The Daily Texan. Last spring a fourth professional, whose primary responsibility is to train student ad salesmen, was added to the publications' advertising staff at the school.

"Everyone is becoming more and more professional," agrees Jan T. Childress, president of College Newspaper Business and Advertising Managers, an organization made up of professionals and students.

In addition to more training of student ad sales staffers, Childress, advertising manager of student publications at Texas Tech University in Lubbock, says college papers increasingly are contracting with outside firms for marketing research, using co-op advertising, and converting to the Standard Advertising Unit system to appeal to more national advertisers—which last year spent an estimated $14 million in college newspapers.

In short, these publications are buying help to make students' college newspaper experience as professional as possible. ☐

Hard Versus Soft News: What's the Best Fit for Your Market?

The "mix" of newspaper content affects readership. Knowing the order of importance of national and international news, local news, sports, business, and other content types in your market can help your newspaper understand adult information needs.

Analysis of tough strategic problems is our business.

[illegible]

[illegible] Frederick P. Currier Dick Hare
[illegible] Morgan Barbara E. Bryant John McDonald

Market Opinion Research
550 Washington Blvd. • Detroit, Michigan 48226 • (313) 963-2414

EXPENSIVE BUT EFFICIENT

Color Scanners

More newspapers are using the devices for editorial color, and some are increasing revenues by handling commercial work

BY PAUL KRUGLINSKI
presstime technical writer

Daily newspapers' interest in color scanners is surging. Dozens of papers have already bought the machines, and dozens more are considering doing so. The reason is simple: Scanners help automate and improve four-color photo reproduction.

"Because of the desire of newspapers to print quality process color," observes William D. Rinehart, ANPA vice president/technical, "there has been an explosion in the sales of color scanners to newspapers."

Early results of an ANPA survey of Association members on scanner use confirm that the devices are rapidly gaining in popularity.

By mid-November, 377 newspapers had returned questionnaires mailed in October, with 40 saying they use scanners, 22 saying they are going to buy the equipment within the next year and 64 saying they are considering a purchase.

John C. Harrington, ANPA photographer/color specialist, says the initial responses also indicate newspapers are making a "considerable" number of separations using scanners. "The volume was a lot higher than I expected," he says.

The four major vendors of color scanners—Royal Zenith Corp., HCM Graphic Systems Inc., DS America Corp. and Crosfield Electronics Inc.—say the heightened interest has translated into increased sales. The firms have installed about 160 units at newspapers in the last two to three years.

Scanner technology differs substantially from the decades-old way newspapers have made color separations.

The conventional separation technique involves the direct-screen system. Light is passed through a color transparency and a filter to expose on film one of the primary colors. Three or four such separations are needed, depending on the newspaper's printing desires, and the separations must be done one at a time.

A color scanner, on the other hand, uses a series of mirrors, prisms and optical fibers to divide the transparency into its primary colors. Lasers or other high-intensity light sources expose the respective separations simultaneously.

Pros and cons. Advantages of a scanner are manifold, depending on each newspaper's production requirements.

It can be faster than the direct-screen system if there are several color pictures to separate in a given period. However, it can take about the same time for just one or two pictures because of the setup time required. Once a scanner is operational, says Harrington, "it can produce a set of separations within 10 minutes."

Scanners also offer what some people term "repeatability," or the ability to achieve day-to-day consistent quality without guesswork. "The [scanner] operator does not need a good eye to produce consistent work," Harrington says.

While all color scanners are easier to use than direct-screen systems, Harrington points out that the skill required to operate them varies from one machine to another.

On the minus side, scanners are especially sensitive to humidity and temperature changes in their environment and require a larger, cleaner work area than direct-screen systems.

> *Today's price range represents a considerable reduction from as recently as early last year.*

But the primary disadvantage is expense: A new color scanner usually carries a price tag in the range of $90,000 for a basic device to $300,000 for state-of-the-art scanners—about two to six times the cost of a direct-screen system. Yet that price range represents a considerable reduction from the $100,000 to $750,000 that applied as recently as early last year [presstime, Feb. 1983, p. 40].

In addition, Harrington notes that newspapers "can pick up a used scanner more cheaply than a new direct-screen system." More than 70 percent of all commercial printers employ scanners, resulting in a large used-equipment market.

On top of the heavy initial expense come high costs for parts, repair and maintenance. "The service aspect of scanners is much more complex and expensive than direct-screen systems," Harrington cautions.

However, vendors and newspaper color specialists say a daily newspaper generally can justify the capital outlay if it separates four or more photographs per day or if it expects to pay a commercial house at least $100,000 annually for separations.

Harrington points out that once a scanner is installed, it can yield operating savings over the direct-screen process because a scanner can produce a greater number of separations in a given time. Some papers report they have recouped their investments within two years through increased productivity alone.

Other newspapers, such as the Mesa (Ariz.) Tribune, let its Royal Zenith help pay for itself by accepting outside separation jobs. Scott Chamberlain, supervisor of the Tribune's camera department, says commercial job work now amounts to 30 percent of the 80 to 90 separations done each week.

One newspaper even used its scanner to do the color separations for a free-standing insert that was later inserted into the paper.

But the reason the Mesa daily and other newspapers acquired a scanner had to do more with editorial need than return on investment. "We thought it was a competitive advantage to run process color," says General Manager Haney L. Womack. "We bought the scanner for our own (newsroom) needs."

Another Western daily, The Register of Santa Ana, Calif., found soon after purchasing an advanced HCM color scanner last April just how much time can be saved in getting a color transparency prepared for the press. Willy K.P. Sulzmann, the paper's color lab superintendent, says the machine enabled him to process a photograph—from transparency to exposed plate—in 45 minutes.

Using a direct-screen system with manual paste-up and stripping would take one-and-a-half to three hours, according to Harrington of ANPA.

Color scanners could also boost the industry's drive to entice more national advertisers to use newspapers, Sulzmann believes. "Newspapers have to prove to national advertisers that they can print quality color," he says, and scanners used for editorial color are a major tool to help newspapers do just that.

In midst of change. As newspapers adjust to their market demands, so, too, are scanner manufacturers.

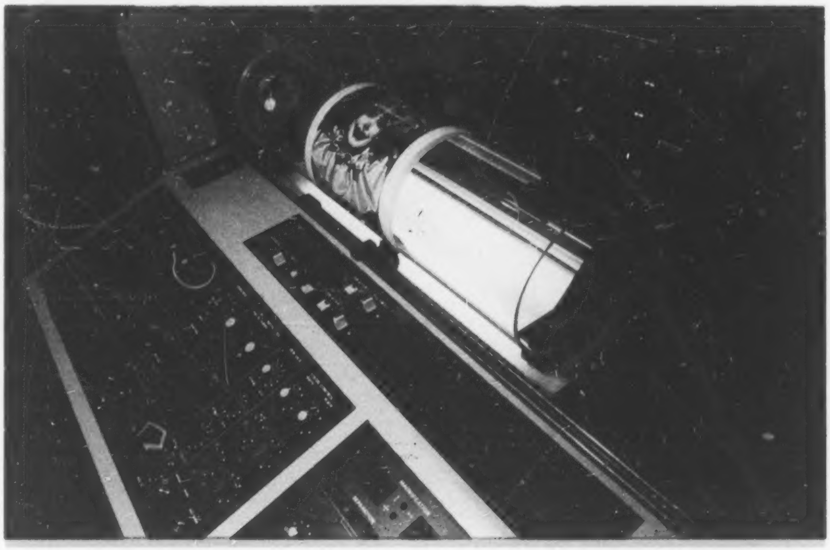
The current models of color scanners were designed primarily for needs of the commercial color separator and are geared to wide-ranging production settings.

Although all color scanners work essentially the same way, each manufacturer uses variant technologies within their product lines. Some scanners use argon or helium-neon lasers; others use xenon lamps as the exposure mechanisms for a variety of films.

Whereas older-generation scanners use screens similar to the ones used with direct-screen systems, some of the newer scanners employ dot generation, an advance that allows the automated creation of halftones without using screens.

Currently, scanners that employ dot generators are limited to rapid-access films, which are faster-developing than conventional films. Both types of film are used in the newspaper industry.

Not all vendors are marketing products with dot generators, but the firms involved in color scanning are continuing to pursue advances in dot generation and upgrading their products to include that technology.



Scanners such as this DS America Corp. model can speed up production.

The need for dot-generating scanners at newspapers, however, is questionable.

Fred Jenkin, northeast regional manager of Royal Zenith's scanner division, points out that commercial shops, which cater to numerous customers with different requirements, stand to benefit most from scanners that generate dots because those machines are easily adjusted to meet most typographical needs. For example, if one customer needs a screen separation of 133 lines with elliptical dots while another wants a 120-line separation with round dots, the operator can make the necessary adjustments without having to deal with a variety of different screens.

Newspapers, however, do not have such a multitude of screen requirements.

On the other hand, newspapers might benefit from possessing dot-generation technology because it eventually will provide an interactive link with pagination systems, in which the dot-matrix pattern of scanned photographs could be manipulated on an editor's screen prior to exposure.

Scanners eliminate guesswork, increase productivity and improve consistency.

The prospect of pagination—electronic makeup of entire pages—is one reason scanner vendors are pursuing advances in dot-generation and modular systems. They are researching ways their products can be used either as stand-alone color separators or as ancillary scanners within electronic prepress systems.

Scitex America Corp., a maker of electronic prepress systems, claims that many if not all color scanners on the market can be used interactively with its electronic prepress systems.

As color scanners become essential elements in advancing newsroom technologies, they will also become requisite if newspapers elect to pursue the new pressroom advances on the horizon. (See story, p. 42.)

Because anilox inking systems used in flexographic-type presses do not have the ink-key adjustments of traditional letterpress and offset presses, the operators do not have the capability of altering the ink density on the press to compensate for poor color separations. But color scanners eliminate the potential for poorly separated transparencies.

"There's no doubt in my mind that if you're going to (print with flexography)," observes Ralph S. Roth, vice president/production of Knight-Ridder Newspapers Inc., "you have to have an electronic scanner to do the color separations. The color separations have to be right; you can't correct them on the press."

More high-tech applications. Also, if newspapers plan to do achromatic color separation, which involves the electronic removal of undesirable color in a picture, they will have to use color scanners. This type of work cannot be achieved with any other existing technology.

"Achromatic color is a natural for the newspaper business," says graphic arts consultant Michael H. Bruno. "The use of achromatic color will force newspapers to acquire color scanners."

According to Bruno, ANPA's Harrington and other researchers, newspapers will likely pursue achromatic color separation, or "gray-component replacement," because it will facilitate and improve the production of process color.

"Achromatic color separation is going to give newspapers cleaner, more distinct color reproduction," says Arthur M. Boudreau, ANPA manager/technical training.

According to color theorists, achromatic color separation affords better use of the black printer in reproducing color pictures. Because unnecessary colors are removed and replaced to some extent with black, inexpensive black ink is better used, the colors trap [lay together] better and less color ink is needed.

> *Advent of achromatic separation "will force newspapers to acquire color scanners."*

The HCM system at The Register in Santa Ana—the first of its kind at a newspaper—is an example of the utility and flexibility of these next-generation color scanners.

According to Sulzmann, The Register's system—composed of one scanner with two exposure devices—is currently processing about 30 separations per day. All the photographs are cropped and color-enhanced on the machine. The need for color stripping is eliminated because the system positions separations on the plate negatives.

Meanwhile, as pioneering work continues at places like Santa Ana, observers say there is great need for additional research and training on use of color scanners. ANPA is among the organizations conducting scanner research at present, and it continues to provide "hands on" training for newspaper personnel with equipment donated for that purpose.

Royal Zenith recently gave the Association a Linoscan 4050. ANPA Executive Vice President Jerry W. Friedheim said that with this latest donation, "along with the Hell scanner donated by HCM Graphics and the direct-screen system donated by Berkey, ANPA color specialists will be better able to provide quality training in the technologies employed in color separation."

He added that "these advanced pieces of equipment will give ANPA researchers the tools to evaluate effectively the wide range of materials being introduced into the production of quality color printing at newspapers." ☐

WOOD, HOE, AND SCOTT PRESS OWNERS!

GENUINE FACTORY PARTS

For fast turn-around, we stock a broad inventory of genuine parts for Wood, Hoe, and Scott presses and stereotype equipment. And we can deliver them to you within one working day. If we have to make the part, you'll have the quote within one working day.

In many cases the replacement part you need may even be an improvement on the original, so you'll be upgrading your press. But in every case, you'll get a fair price and fast turn-around on *all parts.* Press Parts International, 333 Cedar Avenue, Middlesex, NJ 08846-2499.

CALL TODAY:

(201) 469-6600

Press Parts International

A division of M.A.N.-Roland USA, Inc.

BAD WEATHER

Newspaper people get the job done when others don't

BY CLARK NEWSOM
presstime staff writer

When snow, ice and bitter winds arrive, newspapers often weather the conditions better than most businesses.

Their delivery personnel rarely are defeated by even the biggest snow drifts. And employee attendance is sometimes better than in fair weather—because everyone knows there is "a paper to get out."

Crippling snowstorms and other inclemencies "sometimes can develop an *esprit de corps,*" notes Charles E. Koeble, vice president/circulation director for the Milwaukee Journal and Sentinel. "Many times we get the job done when the post office doesn't."

"Employees tend to pull together" in the worst weather, says Brian C. Thayer, general manager of the Kennebec Journal in Augusta, Maine.

Richard E. Bayer, safety director and maintenance superintendent of the Erie (Pa.) Morning News and Daily Times, observes, "Newspaper people have a reputation for getting to work."

Newspapers that publish in rugged areas have fewer problems than outsiders might expect. "We've adjusted to whatever Mother Nature throws at us," says Dennis M. Nosel, circulation manager of the Warren (Pa.) Times Observer in the foothills of the Allegheny Mountains. "Our drivers know that their job is to get through."

Rocky Mountain News

Denver blizzard in October created some delays.

Most Times Observer employees living outside the city have trucks or four-wheel drive vehicles, Nosel adds.

Richard K. Feather, senior vice president of The Buffalo News, in a city renowned for being snowbound, says he can remember only one time in his 34-year career that publication was blocked by the weather. It was in 1977, when a blizzard forced the News to miss two consecutive days' editions.

"In a community that gets lots of snow, you don't have the same problems" as those that get only an occasional snowfall, says Maurice E. Fearnall, circulation manager of The Sun Times in Owen Sound, Ontario. It had its first dusting this season Nov. 2.

Northern communities are well-equipped to handle snow removal, while many in the South are not, he notes. The biggest headaches occur during a weekend storm when there are no school buses, Fearnall says. Snow-plowing is geared to the timing of the buses.

One weather-related problem for newspapers, especially in the North, is high carrier turnover during the winter. Ron Myatt, circulation director of the Rocky Mountain News in Denver, notes that many carriers stay on through the Christmas holidays to collect tips, then quit in January.

A number of circulation departments have been able to counter that trend with retention programs. The Warren Times Observer, for example, offers a carrier scholarship program each February.

Contingency plans. The reason many newspaper officials do not express great concern about the weather is because they have prepared in advance.

"When it starts to snow, certain people have certain things to do" according to an overall plan, says Rocky Mountain News President William W. Fletcher. At his paper, trucks are moved out of the loading dock area and plowing begins when the first flakes fall—more than a few flakes fell on Oct. 15 this year when a massive blizzard struck Denver.

The paper owns a four-wheel-drive pickup truck equipped with a snow blade. In addition, it has a plowing contract with a private company and leases a nine-passenger, four-wheel-drive vehicle between Nov. 1 and April 1 to transport employees as needed. When necessary, rooms are rented for employees at a nearby hotel.

Fletcher notes that he and many employees own four-wheel-drive cars and vans, and when the heavy snows come, "We start going out and bring key people in."

Another feature of prior planning is to survey to find out who owns four-wheel-drive transportation. The Omaha World-Herald and Bismark (N.D.) Tribune are among papers that have taken such steps. The Tribune partly wanted to identify workers "who are willing to shuttle people in if need be," says Circulation Manager Guy O. Ward.

Front-line decisions. Still, no matter how much contingency planning a newspaper keeps in its back pocket, there often is a flurry of spur-of-the-moment decisions that must be made by a staff watching the snow pile up around them. One of the biggest is whether to move deadlines up for an early press run.

For some newspapers, coping with bad weather is so ingrained in everyday operations that there is no special plan for operation during a fierce storm.

"We don't have a disaster plan," says Fearnall of the Owen Sound daily. Snow is "not a catastrophe."

Likewise, Thayer of the Augusta daily reports that bad weather is "a way of life here," and there is no formal contingency plan.

If delivery on motor routes becomes a problem, Thayer says, "we have to make a judgment call" and decide whether to deliver late or the next day. "It's quite unscientific," he notes.

Regardless of how newspapers answer the special challenges of harsh weather, some executives observe on an optimistic note that a big storm can have rewards. For one thing, the paper gets published and delivered, offering a boost for reader credibility.

For another, there may be important learning experiences. Kenneth R. Todd, circulation director of the Indianapolis Star and News, reports a positive side to the 1978 blizzard that shut down his city: "We put two-way radios in all our delivery trucks so if anyone's in trouble, they can call for help." ☐

COUPONS

Newspapers' cash registers also ring as the cents-off sensation becomes a popular obsession

BY MARCIA RUTH
presstime staff writer

When a Richmond, Va., automobile dealer decided to clear out his 1984 inventory to make room for 1985 models, he placed two ads in the Richmond Times-Dispatch, each with a $7,500 coupon for his two remaining $52,000 Porsche 928s.

One was snapped up Oct. 26, the night the first coupon appeared; the other left the showroom four days later, after the second coupon was published in Sunday's paper. Other customers arriving ahead of the crowd took advantage of smaller coupon offers clipped from the same newspaper ads—$2,500 and $3,000 off the price of $21,000 and $28,000 Audis and another Porsche.

The Richmond caper, which won national awards as well as a flurry of press coverage when it was tried for the first time two years ago, is highly unusual. But coupons themselves are an increasingly common way for advertisers to sell products and for consumers to save money.

Nearly 80 percent of U.S. households are using coupons for shopping, according to a survey this year by the nation's largest processor of coupons, Nielsen Clearing House, a subsidiary of A.C. Nielsen Co. Typically offering pennies instead of dollars—the average manufacturers coupon shaves 24 cents off the purchase price—more than 80 percent of all coupons are used for the most basic of daily purchases—grocery products. And the average coupon shaves 24 cents off the purchase price.

For U.S. daily and Sunday newspapers, those small scraps of paper are big business. In 1983, coupons accounted for $238 million in newspaper ad revenues, up from about $50 million five years earlier. Although that represents little more than 1 percent of all newspaper advertising, it is enough to make coupons newspapers' fourth-largest category of national advertising, exceeded only by automobiles, cigarettes and airlines, according to the Newspaper Advertising Bureau.

And newspapers' share of the coupon market—traditionally the lion's share—also has been rising steadily. Five years ago, newspapers carried just over three-quarters of all manufacturers' coupons; last year it was more than 80 percent.

"I think it will continue to grow," says Woodrow G. Shadid, president of International Newspaper Advertising and Marketing Executives. "The acceptance is there for papers of all sizes," says Shadid, advertising director of The Daily Pantagraph in Bloomington, Ill.

Photo by Alan Tepper

Manufacturers issued nearly 143 billion coupons in 1983, according to Nielsen. This represents an investment of about $2 billion, including production, distribution, redemption and handling.

These figures do not even count the number circulated by stores such as the Richmond automobile dealer. There is no precise national count of such local retail offers, but industry observers estimate their numbers could boost the total coupons issued last year to more than 200 billion.

Coupons are widely believed to have begun with the C.W. Post Co.'s 1897 offer of a penny off a box of Grape Nuts cereal, but they did not become a fixed part of household shopping patterns until after World War II. Still primarily a U.S. phenomenon, except for recent growth in Canada, coupon use accelerated in the mid-1970s. The number of manufacturers' coupons nearly doubled in the last five years, increasing by 20 percent last year alone.

Redemption, or use of coupons by the consumer, also has increased, by more than 60 percent in the last five years. In 1983, about one of every 20 issued (5.56 percent) was redeemed by consumers.

"People say it's got to end . . . but what you see is they're increasing every year," says Paul Kelly, vice president, marketing of the Grocery Manufacturers of America. "The bottom line is the manufacturers wouldn't keep distributing them if they didn't work."

But even as the coupon bonanza expands, and newspapers steadily increase their share of the coupon pie, there are concerns.

Although newspapers dominate coupon distribution by a wide margin, they are watching the direct-mail industry for signs of future expansion. Direct mail delivered only 4.3 percent of all manufacturers' coupons in 1983, but that represents a one-third increase from 1981.

Newspapers are also observing with some misgivings as coupons shift from ROP toward free-standing inserts, almost entirely brokered by other firms. In 1983, 43 percent of manufacturers' coupons carried by newspapers were presented in free-standing inserts, compared with only 4.5 percent 10 years before.

Special Report

SAVE 50¢ when you buy ONE any size
SAVE 25¢
Save 30¢ on any size, any flavor
Save 20¢
Chewy Chips Ahoy!
Save 60¢ when you buy
brim FREEZE DRIED DECAFFEINATED COFFEE
Save 20¢ ON ONE PACKAGE OF JELL-O CHOCOLATE MOUSSE PIE
15¢ OFF ON GLAD
Save 10¢ Super Moist Betty Crocker
SAVE 20¢ when you buy two any size Coast.
SAVE 25¢ Post ALPHA-BITS
15¢ OFF any Quaker Grits
SAVE 15¢ On Buttery-Tasting Ritz Crackers Good on any size
25¢ OFF Aunt Jemima Lite Syrup
SAVE 55¢ COUNTRY TIME

And while newspapers are pleased to be the dominant carrier of coupons, some newspaper executives fear this success could lead to a limiting role. That is, manufacturers might view newspapers only as a delivery vehicle for coupons rather than as a broad-based advertising medium for their products.

Another concern, not restricted to newspapers, is "misredemption," which some observers say is the fate of about 20 percent of all coupons issued. Various efforts—by manufacturers, retailers, brokers and distributors—are under way to combat misredemption, including the use of electronic scanning equipment to process coupons.

How coupons work. Although coupons are counted as advertising revenue by newspapers, at the manufacturers' level they often are considered promotion. That is, they seek an immediate response to an offer rather than a decision based on the product.

Individual companies are reluctant to discuss specific strategies, but in general the increased use of coupons is part of a trend toward using promotion budgets to reach the consumer directly rather than the more traditional approaches of advertising and in-store displays.

Most often, coupons are used as part of a "media mix" in a new product campaign: Advertisers "drop" coupons as the opening salvo, then follow up with print or broadcast advertising. "We think of them as the best mechanism to get people to try our products outside of giving away free samples," says Carol Boyd, public affairs director for The Procter & Gamble Co, the nation's largest producer of coupons.

Considered a flexible marketing tool producing quick results, coupons also are used to adjust retail inventories in particular locations and to alter prices without officially changing them.

Processing coupons, on the other hand, moves slowly.

Once the consumer redeems the coupon—turning it in at a check-out counter for money off the product purchased—most coupons take an extra step, moving from the retailer to some sort of clearinghouse, before they return to the manufacturer that issued them.

Typically, a retailer will send boxes of coupons to a clearing house and receive about 8 cents each for handling plus reimbursement for the value of the coupon paid to the consumer. Payment by the clearinghouse is often made immediately on the estimated number and adjusted later after the coupons are actually counted. The clearinghouse then sorts by manufacturers. It charges the retailer about 1-2 cents for each coupon processed and bills the manufacturer for the clearinghouse's payment to the retailer.

Nearly 90 percent of manufacturers' coupons are sorted outside the United States—75 percent in Mexico and 12.5 percent in Haiti—according to a three-year study of coupon practices conducted in the early 1980s by Arthur Anderson & Co. of Chicago.

Companies issuing coupons do not represent a broad range of industries, with 82.7 percent of all coupons issued for grocery products and most of the balance for health and beauty aids. Most are used by manufacturers of packaged goods for which consumers perceive a proliferation of brands but relatively little substantive difference among products.

In 1983, the most active categories in terms of coupon usage were instant coffee, detergents, dry dog food, dentifrice, dishwashing liquids, cereals and ground coffee, according to a Stamford, Conn.-based company, Majers, which measured the effect of different types of promotions on product purchases in 24 metropolitan markets.

Top coupon-issuing companies include Procter & Gamble, General Foods, Ralston Purina, Quaker Oats, Lever Brothers, Kellogg, General Mills, Pillsbury, Carnation, Kraft Foods, Campbell Soup, Nabisco Brands, Colgate-Palmolive, Borden, Union Carbide, Hunt-Wesson Foods, Nestle Enterprises, Bristol-Myers and Kimberly-Clark.

By all accounts, couponing reaches throughout the population but attains its greatest popularity among the middle or upper-middle class. Although it might be assumed that people who need the money most would use more coupons, statistics show the reverse to be true.

According to a 1983 study by Simmons Market Research Bureau, households with incomes of $40,000 or more used coupons 14-percent more than households with incomes below $10,000. Couponing by college graduates was nearly 14-percent higher than among high school dropouts. People in houses worth $50,000 or more were almost 8-percent more likely to use coupons than those with less expensive homes.

Racial differences in coupon use are more pronounced. Nearly three-fourths of whites, but just over half of blacks, use coupons, according to Nielsen and Simmons. Hispanics and others measured fall in between.

Not surprisingly, with women shopping more than men, 80 percent of women, but only 55 percent of men, use coupons, according to Nielsen.

Homemakers between the ages of 30 and 60 are the heaviest users, with families more prone to use coupons than people living alone.

Within this family-oriented, middle-class profile, however, there is another well-defined group—the heavy user. "One-third of the coupon clippers clip two-thirds of the coupons," estimates Martin Sloane, whose column, The $upermarket $hopper, is published in 253 papers through United Feature Syndicate.

Organized in coupon clubs throughout the country, united by common publications, and fueled by the seemingly endless stream of special offers from American industry, there is virtually a subculture of couponers. What sets them apart from the average housewife who redeems an occasional coupon for dog food or hair conditioner is their organization. (See story, p. 16.)

Heavy couponers also tend to be heavy users of refunds, which offer bigger rewards but absorb more time than simply redeeming coupons. While nearly 80 percent of the population uses coupons, 41 percent takes advantage of refunds, according to Nielsen.

The hard-core couponers and refunders are identifiable in the supermarket. Cruising the aisles with their shopping lists and small accordian files of coupons and refund slips, they pass up items for which they have no offers, double-loading their carts when they have two or three coupons in hand or need another box top to cash in on a refund.

BINGO
Save 25¢
25¢

Alan Tepper

Coupon redemption has increased dramatically in the '80s.

Statistics vary on the impact of coupons on brand choice, and whether the "heavy users" confound the manufacturers' intentions. But for those who persevere, the savings are considerable—perhaps 20-40 percent off regular grocery bills.

Newspaper concerns. While the consumer can make big money with newspaper coupons, newspapers are concerned that perhaps they are not faring as well as they could from the service.

The heaviest coupon producers are among the nation's largest advertisers, but except for their coupon accounts they do not give a large portion of their advertising budgets to newspapers. For example, although four of every five grocery-product coupons are distributed by newspapers, only 6-7 percent of national food advertising is placed with newspapers.

"We are being used promotionally, not for image-building or continuity," says Mac Morris, vice president and director of national advertising at NAB. At the same time newspapers are working to increase their overall share of national advertising, they are offering increased circulation to coupon accounts, which might otherwise seek wider audiences through direct mail.

The bureau is currently working with newspapers to encourage them to offer a targeted group of advertisers prime positioning in their food pages and other sections depending on the category of advertising, if they advertise on a regular basis. "This will allow advertisers to use the frequency of our medium with prime position the same way they buy broadcast time," says Morris. "What we're doing is selling continuity of advertising instead of promotionl advertising."

According to a recent survey by the International Circulation Managers Association, about three-quarters of newspapers responding have total-market-coverage programs, and 90 percent plan to have them by the end of next year. Some papers use such programs to distribute coupons.

Although direct mail distributed only 4.3 percent of manufacturers' coupons last year, its share is growing and there are indications that if retail coupons—which are not included in the Nielsen national tabulation—were counted, that percentage would be higher. This concern is heightened by recent developments in the direct-mail industry.

In October, John Blair Marketing, currently newspapers' second largest broker of coupon inserts, and Advo-System, the nation's largest direct-mail distributor, announced a reorganization into a new firm, Advo-System/John Blair Marketing. (See story, p. 35.) At the same time, the new company announced a decrease of 25 percent in newspaper inserts in 1985, and an increase in "couponing vehicles" of 10 percent, presumably by increasing the share delivered by direct mail.

Other direct-mail coupon distributors also are expanding their operations. The largest, Donnelley Marketing, has announced an increase in base distribution from 26 million households in 1984 to 30 million in 1985, and from eight to nine mailings. St. Petersburg-based Val-Pak, which reaches 25 million households with coupon packages put together by a network of about 240 independent distributors, is planning to include coupons for nationally distributed products along with its predominantly local offers.

Also entering the coupon field are computers, but it is too early to tell what their impact will be on established distribution patterns. Some act like vending machines, dispensing coupons to store customers. Another type, still in the testing stage, would distribute coupons at the cash register, selectively targeting consumers based on products purchased at the time [**presstime**, Oct. 1983, p. 26].

But it's not just competitors or potential competitors that concern some newspapers. They chafe at the revenue lost to private firms for preparing free-standing coupon inserts, and they cite the nearly tenfold increase such middle men achieved over the past decade to the point where last year they produced 43 percent of all manufacturers' coupons. Others in the newspaper business, however, take a different view.

The free-standing coupon insert is "found business for newspapers," says Richard L. Neale, NAB vice president of the food division. "It gives an advertiser magazine-type quality, plus a coupon, plus the newspaper's tremendous circulation. It really has been a significant addition to what [advertisers] could do before."

These free-standing coupon inserts are most prominent in newspapers on Sundays. About 41.5 percent of all manufacturers' coupons are delivered in Sunday papers, more than are distributed by any other medium. And the figure may increase next year. The 52 papers in the Sunday Magazine Network plan to offer their 22 million households a "Super Savers Spread" of coupons in 1985 in an effort to increase the meager 4.9 percent of coupons now appearing in newspapers' own magazines. Also planned for 1985 is a coupon spread by the two large syndicated Sunday magazines, Parade and Family Weekly, for their combined circulation of 38 million [**presstime**, May 1984, p. 49].

The second largest coupon time is "Best Food Day," which for 68 percent of daily papers falls on Wednesday. Dominating the weekday market is the Connecticut-based Newspaper Co-op Couponing, which virtually blanketed the daily newspaper market in 1984 with black-and-white coupon pages in more than 1,000 newspapers with more than 54 million circulation. It's weekday color coupon inserts appear in more than 350 papers.

But as eager as advertisers are for newspapers to carry their coupon inserts, they oppose newspapers' using the presence of coupon inserts to boost circulation. This seeming paradox arises from advertisers' desire to keep a tight rein on their coupons, and both sides are working cautiously towards a compromise through the Audit Bureau of Circulations.

The advertisers' main fear is an increase in misredemption—illegal redemption of coupons by people who are not consumers of the products promoted—says Jules Fine, executive vice president and director of marketing services for the Ogilvy & Mather advertising agency. As a member of the ABC Coupon Task Force established five years ago, Fine has argued the advertisers' case against newspapers' publicizing the value of the coupons they carry.

In addition to the threat of misredemption, says Fine, such advertising might lead to "erratic circulation" on coupon days, which could upset the figures advertisers now have about coupon redemption. "Advertisers are not necessarily interested in the maximum circulation to be achieved. They want a predictable one," he says, and they also question "the value of the readership"—that is, whether someone buying the paper just for the coupon is as valuable to the advertiser as the average newspaper reader.

These fears are currently reflected in ABC rule C 1.14, which does not allow counting as paid circulation copies of any

A place where people elevate couponing to the status of an art form

They barely look up when a stranger walks in.

Hunched over flowered plastic photo albums, thumbing through card files in well-worn shoeboxes, moving from table to table in search of one more elusive scrap of paper, these women make use of every spare moment at their "Coupon Convention."

From 9 to 4:30, it's serious business at the Edwin M. McKee American Legion post 131 in Whitestone, Queens, N.Y. From the boroughs of New York City and a handful of surrounding states, they are here Oct. 27 to trade, to bargain, to add whatever they can to their year's worth of painstaking clipping and saving and filing. Coupon parties like the annual Whitestone affair, which this year attracted about 100 people, all but two of them women, are repeated in towns and cities across the country.

If Martin Sloane, the "Dear Abby" of the coupon set with his syndicated $upermarket $hopper column, is right that "one-third of the coupon clippers clip two-thirds of the coupons," it's women like Flushing housewife Ellen Lentini who confound the national statistics on coupon use.

The mother of an 18-month old, Lentini says she saved $1,123.26 last year from coupons and cash refunds—"and that doesn't include free products." Accumulating 300 "points" from Pampers, she won her child a $50 U.S. savings bond from Proctor & Gamble.

"I'm so proud of myself," she says. "I'm accomplishing something."

What Lentini is referring to is "refunding." While couponers say they average an hour a day clipping and filing (by product category and expiration date), "refunding" can be nearly a full-time job. It involves collecting "proofs of purchase" and writing letters to manufacturers.

"It gets in your blood," says Queens Village resident Marge Geary. Next to her file of coupons and refund slips, she shows off a paper bag full of pizza boxes. "One time they'll ask for the UPC code, next time they'll ask for 'net weight,' and next time it will be 'double sealed for freshness.' M&Ms and Nestle's are notorious for that," she says. "They want you to go out and buy it right then and there."

Like some of the other women, Geary, who started couponing 11 years ago, is saving her next set of profits for a computer to keep track of her savings.

"Who cares about 25 cents off a loaf of bread anymore, when you can get a dollar back for a 20-cent stamp and three box tops?" asks Susan Curry, the Whitestone housewife who organized the convention.

For acknowledged "coupon queens" like Susan Samtur, who publishes the 85,000-circulation Refundle Bundle out of her Scarsdale kitchen, the secret lies in a combination of couponing and refunding, plus market strategy, and the single most important ingredient—organization. Watch for sales, use a supermarket that doubles coupon values, add a manufacturer's refund, and you can on occasion wind up making money by going shopping.

Using this "triple play" strategy, the former school teacher, who now gives shopping advice as a full-time career, periodically carries out a *tour de force*. Her latest is a $519.66 supermarket shopping spree for which she laid out only $22.10.

newspaper that publicizes coupons worth more than 50 percent of the purchase price on or before the day of publication. (Papers are, however, permitted to advertise afterwards, and some do.)

On the other hand, "newspapers feel that same-day promotion of coupons will not necessarily affect the coupon results as dramatically as advertisers think it might," says Edward W. Estlow, chairman of the ANPA/NAB-ABC Liaison Committee, formed to look into possible revisions in ABC procedures. "If the change in redemption of coupons is minimal with same-day promotion, then the rule ought to be changed" because "newspapers might conceivably gain circulation," says Estlow, president and chief executive officer of Scripps-Howard.

"Anybody who is doing (misredemptions) on a substantial scale is well aware of the value of the coupons," says Leo Bogart, executive vice president and general manager of NAB, who terms the ABC rule "illogical and unreasonable" and the advertisers' concerns "unfounded."

To ascertain the possible increase in circulation and misredemption that might occur if coupons were advertised, NAB has proposed a test in four cities, with support from ANPA and ABC. The test is currently being developed and is expected to take place early next year. "It's a real dilemma," says Grover J. Friend, publisher of the Bucks County (Pa.) Courier Times and a member of the ANPA/NAB-ABC committee. "If we say we will get a lot of circulation, the advertiser says he doesn't want it. If we say circulation sales aren't going to be that great, the advertiser uses the argument against us."

"You can speculate all you want because the rule has never been tested," says Estlow. "All we're saying is, 'Let's see'."

Misredemption. Everyone agrees that a major problem with coupons is the threat of misredemption, but nobody knows exactly how much takes place.

"As long as I have been involved in this, I have been looking for hard numbers," George Simko, chairman of ABC's Coupon Task Force, told representatives of top advertisers, agencies and newspapers who attended an ABC-sponsored Coupon Forum in New York City Oct. 16. "What you wind up with, I suppose, is kind of a collective wisdom that says on any couponing effort you could probably count on somewhere in the range of between 15- and 25-percent misredemption," said Simko, senior vice president of Benton & Bowles, an advertising agency that represents some of the largest coupon users.

Observers tend to agree that misredemption, though critical, is not growing. "If anything, it's horizontal or it's going down a bit," says Edwin Vesely, director of coupon redemption services for Donnelley Marketing, which acts as an agent for a number of large companies. "Manufacturers are becoming more sophisticated and alert; retail associations are doing something about it; people are getting tossed in jail."

Marcia Ruth

Savings in the thousands of dollars are realized by some people.

That's a savings of over 95 percent. Her average, she says, is 40 percent.

"It gets to be a disease," says special education teacher Wendy Gold, who travels to Connecticut to shop (except for ice cream) because "they don't double-coupon in Brooklyn."

There are a lot of mother-daughter combinations here, and much talk about how essential family and neighbors are to success. "I have this lovely mailman," volunteers a Brooklyn mother. "He doesn't like to deliver (advertising pieces) so he stuffs them in my mailbox," she says.

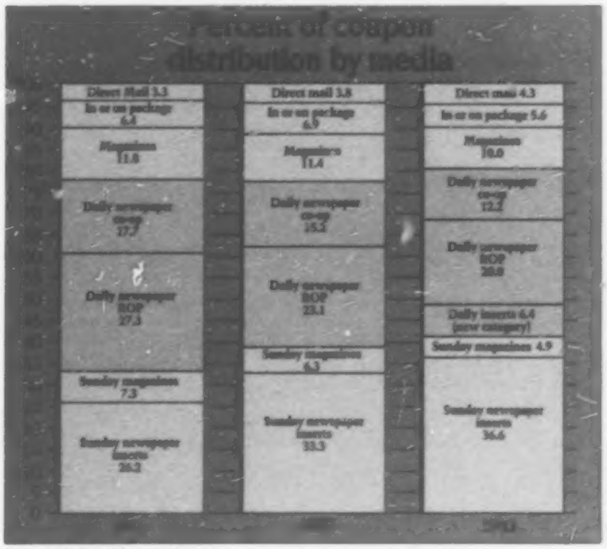
Nearly everyone talks about trips. Third-grade teacher Jacqueline Bierman had the best one—Australia, New Zealand and Tahiti, with $3,000 saved from three years of couponing and refunding "a couple of hours a night."

Product preference is not the issue.

"I look for products I use—and I look for products I don't use that have a good deal," says Wendy Gold. "There is no reason to buy dog food if you don't have a dog—unless you can make money on a refund," says Oceanside schoolteacher Sue Fox, whose husband "doesn't laugh at me anymore" when he sees how much money she saves.

Does this confound the objective of the coupon? "No," says Sloane, who dropped into the convention briefly. "The bottom line is we have helped the manufacturers more than they've ever dreamed. The major challenge is generics," he says, and coupons keep the consumer focused on brand names.

"I don't go generics," says Margaret Serzo, who came from Astoria, N.Y., to attend the convention with her daughter Ellen Lentini. "When you have the coupon, you buy the good brand cheaper, so I buy that." Pat Portella, a Brooklyn job counselor, agrees. "It makes you more aware of different brands, of the competitiveness in the market itself," she says. "It makes you more aware of the value manufacturers are giving consumers."



Alberto Pacheco

Source: Nielsen Clearing House

There is also a consensus on the form major misredemption usually takes. Usually, someone with close ties to the food distribution business brings together the two main components of coupon fraud—a "source," such as a newstand operator or newspaper truck driver, and a "front," usually a group of "mom and pop" grocery stores that ship coupons to clearinghouses, pretending customers have redeemed them for products. In the late 1970s, two such California schemes netted an estimated $10 million in coupon fraud in San Diego and another $6 million in the San Francisco Bay area. In San Diego alone, 49 store owners and ringleaders received sentences ranging up to five years in jail and fines of up to $15,000.

Coupon scams may also involve dishonest clearinghouse employees, managers of major supermarket chains or private citizens fronting as retail outlets.

Because all payment schemes ultimately involve the mail, the U.S. Postal Service has been the principal monitor of coupon problems. However, USPS does not investigate every reported incidence of coupon fraud. "If we see a major operation in progress, we'll investigate, but if it's just a small operation, this is something we'll leave up to the locals or the industry itself," says Walter Ladick, program analyst in the Fraud and Prohibited Mailings Branch. "It's primarily an industry problem."

So far, newspapers have borne the brunt of advertisers' concerns about misredemption. "We have to start with the point of view that coupons are money, and we are using the newspaper to handle money," says Ogilvy & Mather's Fine.

At the insistence of advertiser and agency members, the ABC began a Coupon Distribution Verification Service in 1979 to rate newspapers on such security precautions as locking up preprints before they are inserted and disposing of those not distributed, as well as destroying plates used to make ROP coupons. The service has charted significant improvements in coupon security among participating papers, which now number 129 in the United States and seven in Canada, primarily in larger markets [presstime, Oct. 1984, p. 35].

But even among strong proponents of newspapers' tightening up security, there is an awareness that other industries also need to improve their coupon-handling.

"A number of us feel newspapers have been wrongfully accused of condoning deceptive practices in the coupon misredemption area," Howard L. Hay, circulation director of the Chicago Tribune, told the Coupon Forum. "We feel that many of these practices are the result of poor control by advertising agencies and manufacturers who perhaps overlook other problem areas in printing, distribution and redemption practices.

"In my opinion," continued Hay, who oversees an elaborate security system at the Tribune, "much of the negative talk comes from areas such as direct mail who stand to gain by our loss." Indeed, preprint brokers have been among the strongest critics of newspapers on this issue. Most have adopted stringent security requirements newspapers must follow in order to carry their coupon circulars, and these safeguards have in turn produced another set of problems for some newspapers.

One such measure limits preprints to ABC-audited circulation, published every six months, instead of the newspapers' designated press-run. This irritates papers with growing circulations. "Our problem is getting enough coupons for our customers," says Frank W. Arnold, circulation director for The News & Observer and The Raleigh (N.C.) Times.

While public attention focuses on newspapers' efforts to verify coupon security, manufacturers, retailers and clearinghouses are working quietly to secure other segments of the coupon pipeline.

"At the bottom line, let's not lay this whole problem at the feet of the newspapers," Simko told the forum. "We are all aware that probably the largest segment of the misredemption problem

'Broom Hilda' **By Russell Myers**

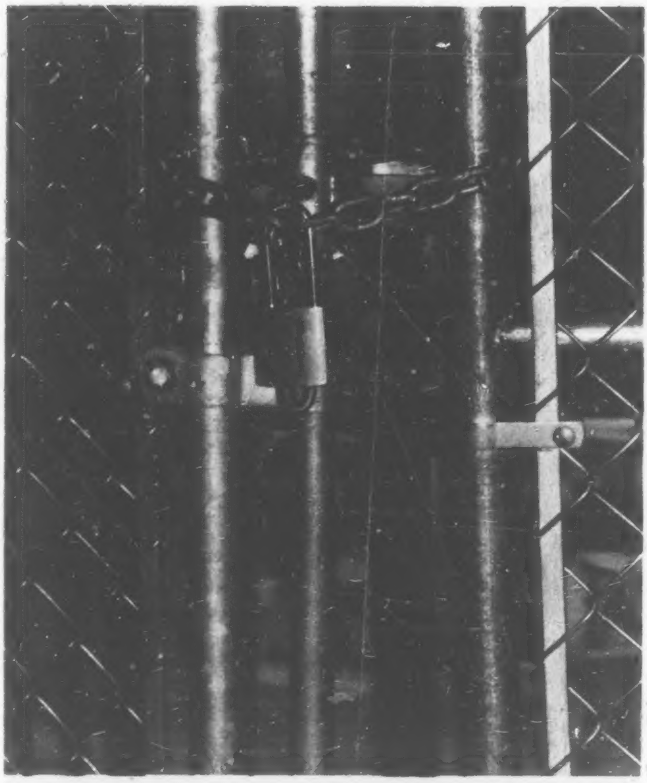
COUPON EXCHANGE
COUPON EXCHANGE
HA!
I THOUGHT I'D NEVER FIND THE ONE FOR THE GOAT CHEESE GUACAMOLE DIP!
RUSSELL MYERS
9/24

Reprinted by permission of Tribune Media Services Inc exists at the consumer and at the retailer level."

Others, such as Thomas E. Dolan, vice president of Nielsen Clearing House, look to manufacturers for more action. Until such time as there is a strong effort on the part of manufacturers to address the problem, he says, "the efforts (to control misredemption) may be perpetually diffuse and relatively ineffective."

Focusing on the principal players in the coupon system, the progress that has been made toward curbing misredemption includes:

- Consumers: It is widely believed that electronic scanning can bring consumer misuse of coupons virtually to a halt. Simply stated, if all stores had scanners, and all coupons as well as all products carried the bar-shaped Universal Product Code, retail cash registers could intercept consumers attempting to redeem coupons without product purchases.


Chicago Tribune

Before inserting, coupon preprints are locked up.

More than half of the large U.S. supermarkets—which account for two-thirds of the volume of grocery sales—had scanners by 1983, and virtually all packaged grocery products now carry the UPC symbol. But applying the symbol to coupons had been delayed for several years by a patent challenge, which was settled in 1983. The first large field test of coupon-scanning currently is taking place in a Rochester, N.Y., supermarket chain, and manufacturers of scanning equipment are gearing up to add coupon scanning to cash registers nationwide.

- Retail sales: Coupon-handling, and therefore random misredemption, at the retail level has been significantly improved as a result of the three-year study by Arthur Anderson & Co. Aimed at reducing inefficiency rather than specifically combating misredemption, the three-year study concluded that retailers could save perhaps one-third of the $280-million cost of coupon-handling by tightening up practices at the retail level.
- Clearinghouses and redemption centers (the former process coupons for the retailers, the latter carry out the same function for manufacturers): As computerized databanks expand at the firms handling coupons, it becomes more difficult for large quantities of fraudulently processed coupons to escape detection. "Our people are trained to identify suspicious-looking shipments, with coupons all in mint condition, 'gang cut,' or other obvious indications someone is misredeeming," says Vesely at Donnelley Marketing. "If a cleaner and dyer wants to redeem coupons for bakeries, we kind of look at that with a jaundiced eye. If a clothing store starts redeeming cigarette coupons, we send somebody up there."

Nielsen Clearing House, which receives coupons from a large percentage of the nation's 168,000 retail outlets, alerts manufacturers to poor retail risks, which number about 2,700 at the present time, says Dolan.

- Manufacturers: Consolidated effort is most difficult at the manufacturers' level, where fear of antitrust violations constrain competing corporations from taking joint action. "On coupon fraud we do not even exchange information," says Kelly of the Grocery Manufacturers of America. "And we will not have any part in trying to get companies together to try to investigate fraud."

Others are reluctant to move in on suspected retailers for fear of losing outlets for their products. "We have to be very tactful," says one industry representative. "We're not participating in fraud. We just can't afford to alienate our major accounts."

Although manufacturers are constrained from acting in concert at the corporate level, many of their employees have attacked coupon fraud through the Arlington, Va.-based American Society for Industrial Security, a trade association of security specialists. Organized in 1955, the group now has over 19,000 members in over 175 chapters around the country.

It was one of ASIS's committees that organized the 1983 "sting" operation in Chicago and New York that used a coupon for a fictitious shampoo called Essent to uncover massive coupon fraud [presstime, July 1983, p. 38].

According to Coupon Security Committee Chairman Richard Reeves, ASIS is currently studying model legislation to crack down on coupon fraud. Under the current status of state and federal laws, says Reeves, "If the mail is not involved, we just can't prosecute."

Despite the problems afflicting their use, coupons have come a long way since C.W. Post first made its offer 87 years ago. So have newspapers, which have achieved first place among coupon distributors, with their closest competitors far behind.

Observers agree that maintaining this lead depends on newspapers' being able to demonstrate that the medium is secure. And as coupon security improves, the newspaper industry finds itself in a unique position to ride the wave of coupons' popularity both with advertisers and with consumers.

"Newspapers carry four out of five grocery coupons because they are by far the most efficient way of reaching the mass consuming public," says NAB's Bogart. "We have a great deal at stake in this kind of advertising, which has grown dramatically and will continue to grow as long as we remain competitive and responsive to our advertising customers' needs." □

A NEW ORIENTATION

spapers Marketing News

BY RICK KASPAR

The battle cry at newspapers is no longer 'Sell whatever we produce.' Now it's 'Produce what the market needs.'

Without question, one facet of newspapering that is undergoing tremendous change is marketing. Both advertising and circulation have evolved rapidly in recent decades as markets have seen alternatives proliferate in a changing environment, even in small towns.

In advertising, consider direct mail. Since 1978, third-class unit costs have decreased while newspaper advertising costs have risen. Direct mail is attaining greater credibility while shared or "marriage mail" is developing as a marketing strategy. At the same time, marketing information is becoming more precise. The 1980 Census yielded demographics to the ZIP code level for the first time.

In terms of circulation, remember that newspaper penetration has declined. Two-worker households and leisure time have increased, both affecting readership. The motivations that brought great masses of people to newspapers are still there. But in this age of information, other media are becoming readily available to satisfy people's informational and entertainment needs.

These and other developments have led advertisers and readers to examine alternatives that would satisfy their needs. In turn, this has changed the basic thrust of successful newspaper companies from a production emphasis to a consumer emphasis—in short, to one that is marketing-oriented.

This orientation is nothing new in the business world. Manufacturers and major retailers adopted it long ago. The typical attitude of the American businessman towards marketing once was: "The sales department will sell whatever the plant produces." Today, it is increasingly: "Our job is to produce what the market needs."

The difference is the change from selling to marketing. Selling focuses on the seller's needs; marketing focuses on the buyer's needs.

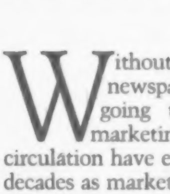
Thus, newspaper marketing is geared toward ascertaining how newspapers can best adapt their resources and objectives to outside opportunities. Here are the steps in the circulation or advertising marketing process:

1. Examine the type of market—reader, retailer, etc.
2. Analyze the forces affecting that market: law, competition, economy, technology, distribution, culture, etc.
3. Look at the major demographic and psychographic segments within the market. Recognize that demography is not always the best way of looking at markets. Its premise implies that buyer motivations will be reflected in age, sex, income and geographical location. This often is not true. Markets should be examined for important differences in buyers' attitudes, motivations, usage patterns, style preferences and values (economy, best buy, personal enhancement, etc.).
4. Measure the market. List the various sub-markets and their sizes. For example, if one of your reader sub-markets happens to be young marrieds, estimate its size in household units and population. Analyze the market in terms of specific targets, such as geographic location or demographic/psychographic groups.
5. Set goals. They provide the ultimate criteria for resolving difficult decisions and priorities as well as help the organization "march together." Ask yourself this question: Where are we and where do we want to be, given all of the above?
6. Plan. After goal selection, the market program must be planned. This involves short-term decisions (personnel commitments, for example) and long-term decisions (such as equipment purchases).

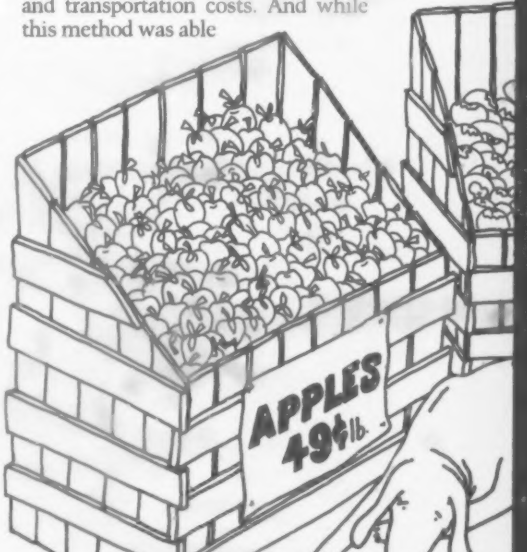
Market segmentation. Perhaps the concept that is most essential to understanding this "new" marketing philosophy is the concept of market segmentation.

Historically, most retailers have followed a philosophy of "undifferentiated marketing": one product to draw all buyers within one market. For example, in the beginning, Henry Ford marketed his Model T under the slogan, "Any color you want, as long as it is black." Another example is Coca Cola, which for years was available in only one flavor and one bottle size, and it was advertised with only one theme, "The pause that refreshes."

This "undifferentiated marketing" occurred because businesses were driven by a production logic—produce as much as you can as fast as you can, and then "let sales sell it." A narrow product line minimized production, advertising, inventory and transportation costs. And while this method was able



Kaspar is vice president and general manager of The Columbus (Ga.) Ledger and The Columbus Enquirer. He is former assistant to the senior vice president for operations of Knight-Ridder Newspapers.



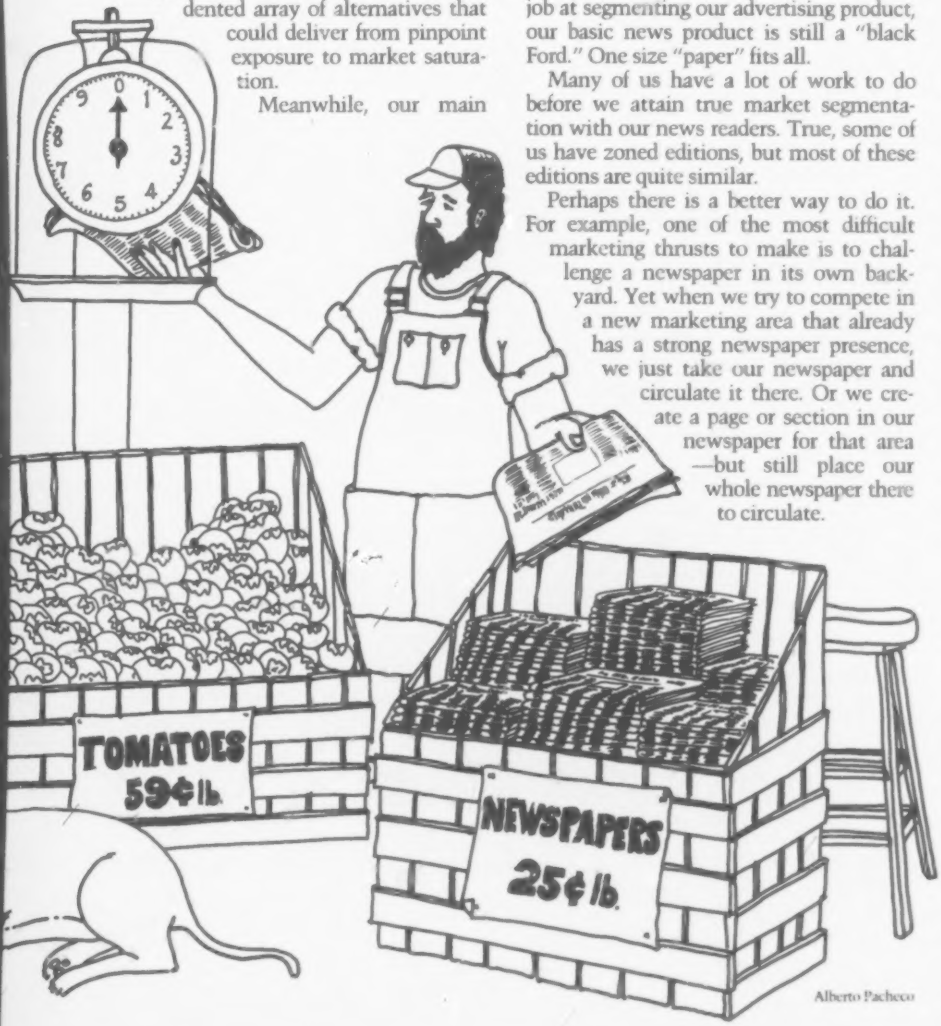
papers Marketing Newsp

to reach broad markets, it left out large—and expanding—markets because of its generalized approach. That's why manufacturers and major retailers decided they needed to segment their markets.

In the newspaper industry, we had relatively narrow advertising and circulation product lines, with few editions and fewer zones. We were too generalized, but didn't realize it.

Changes were occurring in packaging (targeted direct mail, shoppers, preprints), distribution methods (doorknob operators, shared mail) and pricing, all of which gave our advertisers an unprecedented array of alternatives that could deliver from pinpoint exposure to market saturation.

Meanwhile, our main strength—mass coverage with low cost per unit—caved in somewhat under an onslaught led by speciality printing, target marketing, higher newsprint prices, lower third-class mail rates and decreased circulation penetration.


TOMATOES
59¢ lb.
NEWSPAPERS
25¢ lb.

Alberto Pacheco

The result has been a need to segment our markets according to the various, distinguishable sub-markets. By segmenting a market, a newspaper can spot and compare marketing opportunities, use marketing responses to guide allocation of resources and make finer adjustments to product marketing appeals.

While we have done a reasonably good job at segmenting our advertising product, our basic news product is still a "black Ford." One size "paper" fits all.

Many of us have a lot of work to do before we attain true market segmentation with our news readers. True, some of us have zoned editions, but most of these editions are quite similar.

Perhaps there is a better way to do it. For example, one of the most difficult marketing thrusts to make is to challenge a newspaper in its own backyard. Yet when we try to compete in a new marketing area that already has a strong newspaper presence, we just take our newspaper and circulate it there. Or we create a page or section in our newspaper for that area—but still place our whole newspaper there to circulate.

A far more creative, and I think successful, way to do it has been attempted by very few newspapers in this country: Simply create a new newspaper to compete with the predominant paper.

The economics are more favorable, competition can be on a more even level from an antitrust standpoint, and reader perceptions can be that the new paper is a hometown one, which could greatly influence circulation.

Good examples of this strategy by Knight-Ridder Newspapers Inc. are papers in Milledgeville, Ga., and Delray Beach, Fla., started by the Macon Telegraph and the Boca Raton News, respectively.

Elements of the new philosophy. So what is the new marketing philosophy of newspapers? It has three basic points:

First, newspaper management must realize that customer needs should determine the paper's basic orientation. This enables management to spot new product opportunities and desirable product changes more quickly.

For example, when television viewing soared, so did our coverage of it. As a result, newspapers now have a formidable product improvement in their Sunday packages—TV Magazines.

Perhaps an idea whose time has now come is to do the same thing with magazines. Magazine sales are soaring, and it seems to me newspapers could perform a valuable and profitable service by offering a weekly page summarizing the contents of their markets' best-selling magazines.

Second, the new marketing philosophy means a new way of selling. The old-time newspaper started with its product and saw its job as creating demand, luring as many people as possible into its pages. Thus, in circulation, we created sales teams geared toward knocking on all doors, selling as many subscriptions as possible.

Today, modern marketing-oriented newspapers start with the needs of a definite group of people in mind and seek to supply that group's informational and entertainment needs. We use market research, focus groups and other sophisticated methods to modify our news products, while pinpointing sales efforts using subscriber/non-subscriber lists, direct mail and other targeted techniques.

Third, the new marketing philosophy brings a newspaper's own interests into greater harmony with society's interests. A marketing orientation means management builds its future profits on seeking better ways to satisfy human needs.

A company that adopts this philosophy will have to adjust its corporate strategies. To increase circulation and advertising sales, it will pursue: market penetration—going after the existing market through more aggressive promotion and distribution; market development—taking current products into new markets or cities; product development—turning out improved or new products for existing markets; and diversification—developing new products for new markets.

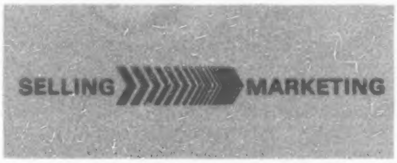
To carry out these strategies, a newspaper may require new machines—pagination and mailroom equipment, for instance. And in the long run, we will probably have to do something with our presses to be able to target run-of-paper advertising.

But be forewarned: Introducing a new marketing philosophy can bring conflict to an organization. Requests and pressure by the marketing-oriented circulation or advertising departments can change production schedules or increase the financial department's woes.

For example:

- The production department may emphasize long lead times, few product variations, ease of production and less-than-optimum quality control. The marketing-oriented department may ask for short lead times, many products, heavy use of color and tighter quality control.
- The financial department may ask for strict rationale for spending, standard transactions, few reports, low credit risks and tough collection procedures. The marketing department may suggest intuitive arguments for spending, special terms and discounts, many reports, medium credit risks, and easy collection procedures, respectively.

In some cases, hostility against this marketing concept can erupt into costly power struggles and inconsistent actions. And good intentions won't solve all such problems. We must begin to place greater emphasis on rewarding departments for overall *company* performance, not just their performance, to reduce the conflicts.



So, a newspaper that is market-driven is one that is marketing-oriented. It gives readers what they want. Studies show how different "what news editors think is important" is from "what news readers think is important"; this reminds us that to a great extent, our industry is still not market-oriented.

Essentially, the new marketing philosophy for newspapers is that we are a consumer-goods business, filling informational, entertainment and other needs of consumers. Our long-term goal, therefore, should be to adjust our newspapers to our readers' needs. That's newspaper marketing coming of age! ☐

INTEGRATED SYSTEMS
MAILROOM EQUIPMENT

Ferag total systems engineering automates every assembly and processing step from the press to the loading dock.

Ferag Systems provide simple solutions for complex insert, preprint or zoned distribution requirements. They've been proven in hundreds of installations worldwide. Let us show you how they help publishers expand markets and improve profitability.

·F·E·R·A·G·

FERAG INC.
KEYSTONE INDUSTRIAL PARK, 190 RITTENHOUSE CIRCLE, BRISTOL, PA 19007 • 215/788-0892

BUT NEWSPAPER FIRMS NUDGE AHEAD

An uncertain marketplace takes telecommunications toll

BY KATHLEEN CRINER
and JANE WILSON

(Editor's note: This article, the last of a series, looks at how newspapers are responding to changes in the telecommunications marketplace. Part one, a historical overview of electronic communications, was published in October's presstime. *Part two, covering the evolution of various electronic technologies, appeared in November.)*

It is the late 1970s. Breakthroughs in telecommunications technology are starting to gather momentum, futurists are beginning to dream aloud of something called "home information centers," and the daily newspaper is being dismissed as a lumbering dinosaur soon to be rendered extinct by interactive cable, optical fiber and hand-held computers.

Publicly, most newspaper executives scoffed at these predictions, but privately many were concerned. Publishers believed they needed to act—they didn't want to be caught unprepared. Dozens of newspapers rushed to sign up for the CompuServe electronic-database experiment, to provide programming for cable TV channels and to file for low-power television licenses.

Some of these and other similar ventures have been disappointments. Several projects have folded, and it's quite clear that electronic publishing will not evolve as quickly as once predicted.

As a consequence, interest has cooled; some publishers have grown complacent. However, most newspaper people now have a better understanding of telecommunications problems and opportunities, leading, we believe, to ventures that will be more carefully conceived and executed in the future.

If you ask publishers why they've entered the telecommunications market, the answers you hear are remarkably similar. They want to preserve their local franchise, protect their base, and maximize the use of resources in their editorial and advertising departments. Most of them also mention what is probably the most compelling reason of all: to make money.

Early efforts. Cable was one of the first and most attractive telecommunications markets for many publishers. The Ottumwa (Iowa) Courier in 1978 became the first newspaper to establish a cable programming venture. By 1983, 120 newspapers were programming at least one cable channel within their circulation areas.

Most of these ventures were launched defensively and with little planning. Using character generators, the newspapers began offering a mixture of text news and classified ads with primitive graphics.

Because of the limited technology, viewers of such services can't select what they want to see or when they want to see it. But the low cost of entry—an estimated average investment of $40,000-$50,000—makes these services attractive, especially to smaller newspapers where videotex may not be an option.

Other newspapers have supplemented scrolling cabletext with local video news shows (often produced in their newsrooms) or they serve as the cable operator's representative, selling the local advertising availabilities on Cable News Network and other national cable program services.

Regardless of the approach, newspapers have found that cable isn't the cash cow they had hoped it would be. In the past, cable operators were often reluctant to lease a channel for fear of being regulated as a common carrier. The character-generator technology is limiting, and, most importantly, advertising sales are difficult because of the lack of sophisticated audience-measurement techniques. The future may be brighter. The Cable Advertising Bureau reports that local ad sales increased 20 percent in 1983 and that this trend is expected to continue.

Newspapers now have better understanding of telecommunications problems and promise.

Given these problems, several ventures have closed. However, companies with cable services still operating remain enthusiastic and eager to upgrade by introducing video, expanding to adjacent cable systems or experimenting with teletext.

Low-power TV also prompted a small stampede among newspaper publishers. In fact, we estimate that newspapers filed approximately 5,000 of 35,000 LPTV license applications at the Federal Communications Commission.

But this technology, too, has often proven disappointing [presstime, Feb. 1984, p. 4]. Regulatory delays have discouraged many, and those granted licenses often found that construction and programming costs or competition from other stations and cable were greater than expected. Once again, poor planning seems to be the culprit.

Videotex ventures. In the technologically more sophisticated videotex arena, many newspapers now offer a variety of products ranging from Knight-Ridder's Viewtron package of news, entertainment and transactions targeted toward the home consumer, to Copley Press's Cleo, an online job bank for high-tech employees.

Although these services fall under the broad videotex umbrella, from the consumer's perspective they represent distinct products. They also reflect the different strategies newspapers have employed to enter the videotex market.

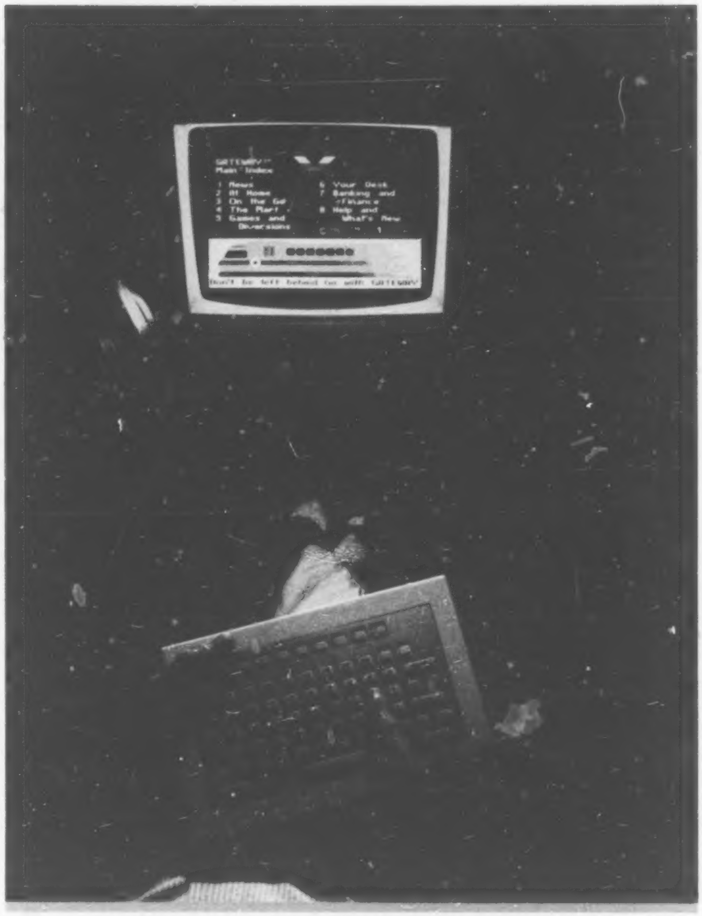
Three large newspaper companies have announced or are positioned to offer national videotex services: Knight-Ridder Newspapers Inc., The Times Mirror Co. and Dow Jones & Co. They share several common characteristics.

For example, all are vertically integrated to some degree and thus positioned to offer a variety of electronic-publishing services over several transmission media.

All are system operators, and all process information from others as well as serving

---

Criner is director/telecommunications affairs of ANPA, and Wilson is assistant director.



Times Mirror's Gateway uses AT&T's Sceptre videotex terminal.

as information providers themselves.

Two of the three have major joint-venture partners. Knight-Ridder has joined forces with AT&T and Times Mirror with Infomart.

Times Mirror and Knight-Ridder also have won affiliation agreements with local papers that would cover more than 18 percent of all daily newspaper subscribers—and 25 of the top 100 markets. They are laying the foundation for an industry structure that would resemble the local affiliate-national network structure of the broadcast industry.

Agreements covering local Videotex affiliates may never completely parallel their broadcast predecessors, but some such arrangement may be an economic necessity so long as purely local videotex services are not available.

There are differences in the videotex projects, of course, even among Knight-Ridder and Times Mirror, both of which have elected to offer a broad range of services to the home using a dedicated videotex terminal.

Knight-Ridder, for example, plunged into the market early, focused exclusively on a telephone-based consumer service, and launched the first videotex trial and commerical service. Although Viewtron has gathered a large group of local newspaper affiliates, they have postponed launching their services, choosing instead to wait for Knight-Ridder's results in South Florida. (See story, p. 25.)

Times Mirror on the other hand, entered the market later, experimented with cable as a transmission medium and joined forces with Infomart, thus reducing its own research and development costs. Infomart may have also influenced Times Mirror's decision to offer specialized videotex applications, such as its "Grassroots" venture targeted toward agribusiness customers.

Perhaps the most striking difference in the strategies of the three newspaper companies was Dow Jones' decisions to target its service initially to a narrow market segment and to make it accessible through a personal computer rather than a special videotex terminal.

The question of whether to target services to mass markets or narrow niches is still a controversial one, as is the selection of special, "dedicated" terminals. At least two other companies, Keycom Electronic Publishing and Trintex, have elected to follow the Dow Jones strategy of relying on personal computers, presumably as a way to accelerate market penetration.

Moreover, there are indications that the line between the mass market/narrow niche strategies is blurring. Dow Jones, for example, has added an encyclopedia and shopping service to its database, started to experiment internally with graphics and offered its service over six two-way cable systems and Viewtron. Meanwhile, Times-Mirror and its affiliates are moving into narrower market segments by launching Grassroots and public-access services. Again, accelerated penetration would appear to be an important factor.

Large newspaper companies don't have a lock on electronic publishing. Seven newspapers in smaller or medium-size markets also have launched ventures.

These projects began with modest budgets, but their goals were ambitious: to gain the electronic-publishing experience that would help them develop relations with national services.

Strictly local in scope, these services are aimed at personal-computer users and remain limited by the somewhat slow penetration of PCs in individual markets.

Originally designed for the general consumer, these services have been revised in some instances to make them more attractive to specialized users. Software has been upgraded, science news is taking up more space in the database, and local computer "jocks" are writing weekly—and popular—columns.

And consumers appear willing to use these services two to three days each week for 15 to 20 minutes and pay $5 to $20 a month for them. Moreover, the oldest and smallest of them—A-T Videotext, affiliated with The Advertiser-Tribune of Tiffin, Ohio—found recently that subscribers have begun to favor its electronic news service over the newspaper.

The learning process. During the last three years, newspapers have entered a new market—public-access videotex. Typically, such projects involve placement of kiosks with electronic billboards in shopping areas [presstime, Aug. 1984, p. 10].

These public-access services may be an important way to introduce videotex technology, much as corner drugstores once facilitated the introduction of the telephone.

Newspapers have learned a great deal about videotex as a result of these and other ventures. For example, they have come to realize that if electronic publishing is to survive, it will do so through the delivery of a variety of services bundled together.

Some publishers agree with certain analysts that news will be only a marketing tool to win subscribers for a videotex service that is driven largely by such transactions as electronic messaging, shopping and banking.

Videotex also has forced newspapers to change their relationships with one another and with other types of companies. Yesterday's colleagues are becoming today's competitors as new technologies erode traditional geographic market boundaries. For example, The Baltimore Sun long ago signed a videotex affiliation agreement with Knight-Ridder. Meantime, The Washington Post signed up with Times Mirror. Will the Post and Sun be as likely to exchange information about videotex as they were about printing presses or circulation systems? It's unlikely.

The high costs of market entry and the complex nature of the services have demanded that publishers form partnerships or alliances with telephone companies, computer manufacturers, mall developers, retailers and banks. But these same companies can emerge as competitors.

Being innovative, taking risks and persevering could lead to long-term success.

In fact, with ventures such as Trintex (CBS-SEARS-IBM), the cable firm TCI's "DataCable X*press" system, and recently announced discussions among J.C. Penney, RCA and Citicorp, it is clear that many major non-newspaper companies are planning to compete. Obviously, newspapers will not inherit tomorrow's electronic publishing industry as if by divine right.

The competitive nature of videotex has forced newspapers to hone their marketing practices, strengthen their skills in new product development and gain some practice in what Fortune magazine calls "high speed management." Indeed, videotex has introduced the possibility that newspaper companies may offer competitive products within a single market.

Finally, publishers have discovered that videotex demands more than replacing one distribution system—ink, paper, trucks and a small army of 12-year-olds—with another. Videotex is a new product, a separate business in its own right.

The ability to form new partnerships, to compete with former colleagues and to recognize that videotex is a distinct business with its own constraints and opportunities is a major challenge for newspaper companies. However, a willingness to be innovative, take risks and persevere could lead to long-term success. ☐

It was a rocky first year for Viewtron

Reid Ashe

Despite a disappointing showing to date by its widely publicized Viewtron videotex system, Knight-Ridder Newspapers Inc. remains committed to the project and is exploring ways to make the service compatible with personal computers.

That word came in mid-November, two weeks after Viewdata Corp. of America, the Knight-Ridder subsidiary that operates Viewtron, announced the layoff of 41 Viewtron employees. That 20-percent workforce reduction—announced Oct. 30, exactly one year after the project was launched—leaves Viewtron with a staff of 169. The cuts were among computer technicians, graphics designers and people putting information into the database, according to Mary Bulterman, a Viewdata spokeswoman.

The budget for Viewtron also has been trimmed. It will be less than the $17 million originally earmarked for this year and even lower in 1985.

The belt-tightening is a reflection of slower-than-expected growth. Viewtron currently has about 2,800 paying customers, compared with a first-year goal of 5,000 [**presstime**, June 1984, p. 40].

But Viewdata's Reid Ashe told **presstime**, "Knight-Ridder still has a large commitment to this business." Ashe, 35, who was named Viewdata chairman and chief executive officer two days after the staff layoffs were announced, said subscriber sales have gradually picked up.

However, he added, "We don't think we're going to get very far as long as the only receiving device is this expensive, single-purpose terminal." He was referring to the AT&T-manufactured Sceptre terminal, which retails for about $600 and is less versatile than personal computers.

Two ways to address the problem, Ashe said, are to lower the cost of the receiving terminal or make it possible for Viewtron to be received on a terminal that can do other things.

Ashe said the company is considering two software packages and a "board" device that would allow personal computers to receive Viewtron. He said he expects a PC software package to be available for sale by year's end.

In addition, Ashe said, the company is looking at "specialized services for smaller, higher-paying markets."

One strong possibility is going after business customers as well as residential customers. No decision has been made, according to spokeswoman Bulterman, who said the company "has some people working on it right now."

Bulterman said a business service might be for internal company communications or to link a manufacturer with distributors; it could offer electronic mail or a method for ordering inventory.

The Viewtron transmission system allows use of the sophisticated graphics and color, which are cornerstones of the project now aimed at the south Florida consumer market. Such a system aimed at businesses is "what we're striving for" and would "be a departure from anything offered now," Bulterman said.

As for the change in top management at Viewtron, new Chairman and CEO Ashe said it resulted "purely and simply" from Albert J. Gillen's desire to retire as president. Gillen will be 65 this month.

J. Kendrick Noble Jr., a media analyst at Paine Webber Jackson & Curtis Inc., said he believes Knight-Ridder is committed to giving Viewtron a chance to work. The costs of the project are relatively modest for a company of Knight-Ridder's size, while the potential benefits are huge, Noble noted.

—Barbara J. Friedman

BOARDS OF DIRECTORS

Publicly held companies that own newspapers look for financial acumen in selecting the people to nurture profits and oversee business policy

BY BARBARA J. FRIEDMAN
presstime staff writer

Directors at publicly held companies in the newspaper business come from places as diverse as IBM Corp. and Penny Whistle Toy Boutiques, but they have much in common.

The boards typically reflect a legacy of family control and a respect for outsiders who have climbed to the top of their professions.

These small, quietly influential groups nurture profits and oversee business policy at companies that publish much of the news in the United States. Newspaper executives emphasize the value of overall business judgment that outside directors bring to the newspaper companies.

Not surprisingly, directors often have similar business backgrounds. Typically, they are people with sole or shared control over large blocks of stock in the company—a group that often includes relatives of the founders; top-ranking employees of the company; lawyers serving as outside counsel; and executives and directors from other industries, particularly banking, oil, insurance and transportation.

Yet some boards, particularly that of Gannett Co., reflect an eye-catching diversity ranging from leading educators to erstwhile residents of the White House.

Another difference among the boards is the amount of ownership they hold in the companies they serve.

At Gannett, the officers and the 16 elected directors together own about 1.2 percent of the outstanding shares.

Near the other end of the spectrum is Park Communications Inc., which went public last year. Roy H. Park, chairman of the board and chief executive officer, has "beneficial" ownership of about 89 percent of the company, according to a company proxy statement. Joseph Connolly, head of the Securities and Exchange Commission Office of Tender Offers, says beneficial ownership occurs when a person can directly or indirectly decide how shares will be voted or invested.

Park says "I control the election of the board," but the directors have the freedom to "speak and act as they want." He says "the kind of persons I want on my board won't come if they are rubber stamps."

Boards also differ greatly in size, how much they pay directors and how frequently they meet.

The six-member board of Park Communications is the smallest of the 12 newspaper-related public firms examined for this article. With 17 directors, Dow Jones & Co. has the largest.

Compensation for directors in 1983 ranged from $5,000 to $24,000, usually with extra remuneration for attending meetings of the boards' executive, audit, compensation and other committees. The fees normally aren't paid to directors who are full-time company employees.

Directors are elected by the company's shareholders to terms that normally run from one to three years, but re-election of non-family as well as family members is commonplace. Some companies elect directors to staggered three-year terms to assure continuity on the board.

Full boards of the 12 companies met as infrequently as quarterly and as frequently as 13 times a year. Regular agenda items can include dividend size, strategic planning, capital budgeting and acquisitions.

Chairman and Chief Executive Officer Allen H. Neuharth says the Gannett Co. board is very much involved in major business policy decisions but stays out of matters like advertising rates and decisions on morning vs. evening publishing schedules.

He says the board began considering the research and development effort that preceded USA Today two years before its vote on whether to start publishing. "In the early stages, there was anything but unanimity of feelings about whether this was a project we would launch," he says.

While the boards of most companies interviewed by **presstime** are involved with the broader aspects of corporate policy and procedures, Park Communications Inc. has a different approach. "I expect I use my board more than the average company does," says CEO Park. "We go into every operation." He says members are kept abreast of company changes by telephone and through reports.

Family ownership. At most publicly held newspaper companies, the influence of the family that founded or guided the original operation remains strong. Family members or trustees of stock left by the founders often sit on newspaper boards.

That is the case at The New York Times Co., The Washington Post Co., The Times Mirror Co. of Los Angeles, Park Communications of Ithaca, N.Y., A.H. Belo Corp. of Dallas, Knight-Ridder Newspapers Inc. of Miami and Dow Jones & Co. of New York.

Roy Park's wife Dorothy is a director and longtime company officer of Park Communications.

At Belo, three cousins serve on the board and also are corporate officers.

Bernard H. Ridder, Eric Ridder and Walter T. Ridder—cousins who are high-ranking officials of Knight-Ridder Newspapers—are directors. They sit on the 16-member board with James L. Knight, the company's former chairman and chief executive officer and largest individual stockholder.

At Dow Jones, four directors are descendants of Jane W.W. Bancroft whose stepfather, Clarence Barron, purchased the company in 1902. Bettina Bancroft, Jane B. Cook, Martha S. Griffiths and William Cox Jr. are among relatives who, with trusts founded by them, together control 56.2 percent of the common stock outstanding.

Dow Jones Chairman and CEO Warren H. Phillips says family control historically has "strengthened all our publications through the family zeal in guarding" their independence. Threats to that independence have come not from outside directors but from advertisers and from potential corporate takeovers motivated "by things other than journalistic interest," Phillips says.

On how the board might weigh a tradeoff between editorial quality and larger short-run profits, Phillips says the company and its controlling shareholders have for years adhered to a policy of investing for the long run and a "policy of serving the public through journalistic excellence." The theory, he explains, is that economic success follows quality journalism.

The Dow Jones board does not "involve itself in news-policy questions," Phillips adds.

John Morton, a media analyst with the brokerage firm of Lynch, Jones & Ryan, says family control can provide a buffer against possible interference by outside directors with the editorial side. "It's a heritage that outsiders shouldn't meddle with the product," he says. Morton says he has seen no evidence of outside directors attempting to interfere with the editorial product, although he adds, "You can't rule that out altogether, obviously."

Very broadly held Gannett is a clear exception to the pattern of family influence. Neuharth says the consciously achieved diversity of Gannett's board sends a message to company employees that no one at the top seeks a particular slant to the news.

Outside directors. In going outside the firm to complete the lineup of a board of directors, a newspaper-related company values expertise in advertising, advanced technologies and finance, says J. Kendrick Noble Jr., media analyst for Paine Webber Jackson & Curtis Inc.

While some directors have solid ties to banks serving media companies, this has little or nothing to do with who gets on the board, according to officials of several companies.

Generally, the companies say they have no hard-and-fast rules about the type of person sought as directors, beyond demonstrated ability in business or some other field.

> *"The kind of persons I want on my board won't come if they are rubber stamps."*

For example, Phillips says Dow Jones seeks outside directors with "wisdom, general good judgment that we respect" and the ability to "advise us about our business in ways reflecting the quality of that judgment." The company also seeks in its outside directors, Phillips says, "an understanding of the role of the press in our society."

Lists of directors of companies owning newspapers frequently read like a who's who of people who have spent time in the upper reaches of American business, government and the professions.

Among the well-known figures on the Dow Jones board are William M. Agee, former chairman and CEO of Bendix Corp. and now head of a consulting firm; Rand V. Araskog, chief executive officer of International Telephone and Telegraph Corp.; a senior vice president of Mobil Corp.; and a former dean of the Stanford University School of Business.

The New York Times Co.'s 12-member board includes the dean of faculty of business administration at New York University, the chief executive officer of Bristol-Myers Co., former Pennsylvania Gov. William Scranton and former Secretary of State Cyrus Vance.

The Washington Post Co. board includes Nicholas deB. Katzenbach, who is senior vice president and general counsel of IBM Corp. and a former U.S. attorney general; and Robert S. McNamara, who is a former secretary of defense, World Bank president and Ford Motor Co. president.

At Knight-Ridder, the three newest directors are among the top-ranking officials of Xerox Corp., Atlanta Life Insurance Co. and Raytheon. Frank N. Hawkins Jr., Knight-Ridder's director of corporate relations, says each is knowledgeable about running a big business and "everything that implies."

The Belo board in Dallas includes a partner in the investment banking firm of Goldman, Sachs & Co. and the head of a life insurance company. Robert W. Decherd, Belo's executive vice president and chief operating officer, says that in lining up candidates for its board, the company looks for "personal strength and character and philosophical diversity rather than some narrow expertise."

Gannett also has its share of corporate stars on its board, such as Julian Goodman, former NBC president, and Walter Fallon, former chief executive officer of Eastman Kodak Co. But, Neuharth says, Gannett makes a conscious effort to obtain a mix of experience, religions, philosophies, sexes and races on its board.

The company has recruited as directors former first lady Rosalynn Carter, former Federal Reserve Board member Andrew Brimmer and most recently retiring Senate Majority Leader Howard Baker.

Another Gannett director, Meredith A. Brokaw, wife of NBC News anchorman Tom Brokaw, is owner and operator of the Penny Whistle Toy Boutiques in New York. She is a "successful businesswoman," Neuharth says. In addition, she and Dolores D. Wharton are involved in separate non-profit ventures aimed at helping women train for business careers.

Many of the people serving on the boards of newspaper-related companies also function as directors of firms in other industries. Wharton, for instance, is also on the boards of the Kellogg Co. and Phillips Petroleum Co.

Other examples:

- Scranton of The New York Times Co. is also a director of Mobil, IBM, Bethlehem Steel Co., Scott Paper Co., H.J. Heinz Co., New York Life Insurance Co. and Cummins Engine Co..
- Vernon E. Jordan Jr., former chief executive officer of the National Urban League and a Dow Jones director, is also on the boards of American Express Co., Xerox Corp., J.C. Penney Co. Inc., Bankers Trust New York Corp., Corning Glass Works, R.J. Reynolds Industries Inc. and Celanese Corp.

Directors with that kind of background can be a welcome addition to the board overseeing a newspaper company. They bring to the board room a good feel for how other segments of the economy might fare in the months ahead.

Speaking generally of directors, Roy Park says, "The contacts are important, and that's where they [companies] get a lot of their information."

But, he says, the person's calibre is of first importance. "The greater the control a major stockholder has in a company, the more important it is to have on his board people who will stand up and be counted and who will challenge him if he's heading down the wrong track." ☐

NEWSPAPER LINGO

A LIVING LANGUAGE

BY ELIZABETH CROWDEN VORES

Like many industries, the newspaper business has a language all its own. It's an assortment of terms and phrases that many of us take for granted, but there's lots more to these words than the surface definitions we employ.

Think of a word as an onion, with layers and layers of meaning. Peeling away the layers on some newspaper terms is enough to make your eyes water. News folk have dusted off a word in the last couple of centuries, given it a technical meaning and brought it into use as jargon, but seldom have they "invented" it.

The histories of many of these words span far into the past, often beyond recorded history. To look at the etymologies, or derivations, of some newspaper terms is like being introduced to ancestors who have been dead for thousands of years.

A surprising number of newspaper terms stem from very old words related to death, war and havoc.

When a page is built in composition, type and art elements are pasted up on a "grid" board. To keep things nice and straight, the grid is crisscrossed with lines to guide the artist.

The word "grid" probably comes to us through folk etymology and is related to words like "griddle" and "grill." Scholars believe the original concept of the word stems from a time when a popular means of torture was to roast people on an iron grating above hot coals. The word evolved to include objects resembling this grating, or gridiron: football fields and mechanical grid boards, for instance.

On a slightly less gruesome note is the word "screen," which we use to describe the textural fineness of a halftone. In simplest terms, it's the number of miniscule dots that make up pictures in the newspaper, and one is created by placing a glass plate marked with opaque crossing lines between the camera lens and the art to be reproduced.

"Screen" has taken a long journey to get into the newspaper business, all the way from a Sanskrit word for "animal hide." Because the people of ancient cultures used skins for shields and armor, the meaning of the word eventually evolved to cover not only the material used to make the armor, but also the process of shielding, or screening, from harm. In the case of halftone reproduction, the shield is the glass plate between the art and the camera lens.

Wax
Proof
Pica
Font
Tabloid
Stet
Rule
Press
Paste up
RULE

"Bullet," which describes the bold attention compeller (•) used in typesetting, has a more modern—but still militaristic—derivation. It comes from the French word for cannonball, *boulet*, which is in itself a diminutive of the word for the child's plaything.

Latin root words. Latin, today termed a dead language, is the skeleton behind a vast number of newspaper words.

The word "paste," as seen in "pasteup," has a lot in common with spaghetti. It comes from Latin *pasta*, for a sticky dough.

Further down the printing menu, "press" derives from Latin *prelum*, for wine press.

The "proof" we read to catch errors can thank the Latin word *probare*, to test or prove, for its name.

"Ink" comes from the Latin *encaustum* via the Greek *enkaustos*, loosely meaning "to burn in." Encaustum was the purplish substance used by Roman emperors for signing edicts.

The unit of measure "point" has its root in physical discomfort, and comes from the past participle of Latin *pungere*, to prick. On its journey to modern times it came to represent not only the act of pricking or stinging, but also the small round wound that results: dot or small spot, and hence "point."

"Stet," one of the handiest news lingo words, comes directly from Latin. It's the third-person singular present subjunctive of *stare*, to stand, and for newspaper people it means just that: disregard change and leave previous unaltered.

Those page numbers we call "folios" come from the Latin *folium*. The similarity to words like "foliage" and "foliate" is no accident: "folium" means the leaves of a tree.

Oddly, the word folio is not related to the word "file," as one might expect from its role of keeping the paper in good order. "File" is derived from words for threading or stringing documents together, the way

---

Vores is editor of the Heraldette, the in-house publication for employees of The Miami Herald Publishing Co. This article is reprinted with permission from the August 1984 issue of the Heraldette.

important papers were kept before the advent of modern office furniture. However, the reporter's "string book," or scrapbook, might get its odd name from this source.

"Font," which today more or less signifies the typestyle used, is probably from Latin *fundere*, to found or to pair. In metal type days, all characters and sizes of particular typefaces were grouped together in cases for easy access by the typesetter, to be "found" without difficulty. Incidentally, the terms "upper case" and "lower case" stem from these same metal type days: Capital letters came from the upper part of the typecase, small letters from the lower part.

The history of "pica" the six-to-an-inch unit of measure we use to the puzzlement of many, has a puzzling history itself. Some scholars believe it is from a Middle Latin word for a collection of church rules, which in turn derived from the Latin word for magpie. The rules apparently were printed in service books in an ink color that resembled the color of the bird. This one, mind you, is conjecture.

There's no conjecture about the word "rule," which is used in a variety of forms in the newspaper business. An editor might prepare a layout with the aid of a ruler and designate that certain portions of type be enclosed with a 2-point rule. A page is pasted up on a ruled grid board. To "rule," the concept of controlling or directing composition through the use of straight lines, springs from Latin *regula*. Its similarity to words like "regulate" is obvious.

Logical beginnings. Some newspaper words come from logical sources. Take "dummy," for instance—the act of sketching out a miniature page layout to be used as a guide in paste up. For our purposes, the word means "having the appearance of being real but lacking in function." However, it grows from the concept of "mute," a page dummy being a silent way of giving directions.

Logo SCREEN Grid SLUG Point Ink FOLIO Banner Bullet

We've all heard the phrase, "I'm on deadline." When the two parts of this compound word are examined, though, the statement becomes inaccurate. "Dead" in this sense refers to "the time of greatest quiet," while "line" derives from the concept of thread, linen, flax or rope. Consequently, "deadline" is not the time leading up to the end of a job, as we are prone to think of it. Rather, it means something more like "crossing over a line into the time of greatest quiet," a truly apt description of the serenity that accompanies finishing a large task on schedule.

> *Many terms stem from very old words related to death, war and havoc.*

Another compound word that's surrounded by paradox is "standup," which describes a page which is to be used over and over, without changes, in several editions of the newspaper. The definition leans toward the quality of lasting under repeated use or wear, as in dependability. To a teenager who waits in vain all night for her date to show up, though, "stand up" means exactly the opposite.

There's little paradox about "wax," which we use as an adhesive for pasting page elements onto grid boards in production. It's probably related to the old High German word for lint or wick, *wiohha*, for the obvious reason.

The newspaper definition of the term "slug," which refers to a word or identifying phrase that identifies a story or product, hails back to metal type days. Though we now use computers to set type, we still use the term "slug," even though it's no longer the strip of metal that gave the term its name. But where does that word "slug" come from? From Germanic and Scandinavian words meaning "heavy slow person, sluggish." One wonders if it's just because metal is heavy, or if it has something to do with a person being "slugged" on the head with a metal object. Something like that, after all, can really slow you down.

There's also a good story behind the word "plug," which stands for those handy items we use to fill awkward holes when our page layouts don't quite work out as we'd expected. Remember the little Dutch boy who stuck his finger in the dike and saved the community from flooding? Perhaps he was the inspiration behind our "plug," because the word is closely related to Middle Dutch *plugge*.

Even more literal in derivation is the word "banner," which describes a large-type-headline stretched across all columns at the top of a page. The word "banner" was influenced by Old French *ban*, meaning proclamation, and also by Goth *bandwa* for sign. An Old Norse word, *benda* to give sign, is another of its early cousins. The act of reading "marriage banns" in church is a modern reminder of those days, when news was publicly announced and passed by word-of-mouth among an illiterate populace.

The word "logo" also points back to a time when communication was vastly different. The Greek word *logos* covers a variety of concepts: word, reason and speech, even legend. To us, it is a graphic sign that represents a group of words or a particular concept.

A comparatively recent addition to the language is the word "tabloid," which was created as a trademark and applied to a concentrated form of drugs and chemicals. The compact, easily readable size of the tabloid page makes the name seem logical: the reader gets the news in a capsule form, just like taking a concentrated dose of medicine.

Also important to newspaper lingo are the abbreviations and groups of letters we use to save time. They add a great deal of variety to conversation, simplify paperwork, and make the users part of an exclusive society of knowledgeable people.

Words like CRA for camera ready art, DT for double truck, ROP for run of paper, CX for correction, SAU® for Standard Advertising Unit: these are terms we are able to parade before others and, if questioned, pause oh-so-condescendingly to explain.

With advancements in technology taking place every day, it's certain that the vocabulary of news lingo will grow larger every year. Like the newspaper business, it will reflect a blending of old concepts and new challenges. And, unlike Latin, it will remain in daily use. ☐

John Seybold

Labor economist becomes sage of computerized publishing

BY PAUL KRUGLINSKI
presstime technical writer

When newspapers consider buying an editorial or classified front-end system, a pagination system or some image-setting device, they often turn for product information to The Seybold Report on Publishing Systems. In many cases, this twice-monthly newsletter is to newspaper executives what Consumer Reports is to the general public, and that has served to make its creator, John W. Seybold, an important person in the increasingly computerized newspaper business.

"Through the years, the Seybold Report has become the bible of the industry," says G. Michael Jones, director of information systems for Knight-Ridder Newspapers Inc.

"If there is a production or computer person in the newspaper business that doesn't get the Seybold Report," observes Arthur M. Boudreau, ANPA manager/technical training, "I'd be surprised."

As the guiding force behind this "bible," Seybold, the 68-year-old chairman of Seybold Publications Inc. of Media, Pa., owes his authoritative position in the industry to his publications, the lecture circuit and private consulting. The report, which has a base price of $192 a year, is one of three newsletters he publishes on computers and their applications.

In the 1960s, Seybold was a pioneer in actual use of those applications, being credited with forming the first computerized typesetting job shop in 1963, developing generic codes for computer typesetting and being an early innovator with pagination systems.

"The programs that we developed at that time did book pagination," Seybold says. "We developed fully paginated Bibles."

At first glance, Seybold's background appears to have little relevancy to the work for which he is most noted. Most people are surprised to learn this new-technology expert—described by friends and associates as warm, quiet and unassuming—is not an engineer by training but rather an ivy-draped economist. He holds a bachelor's degree in economics from Swarthmore College, Swarthmore, Pa., and a master's in the subject from the University of Pennsylvania.

He then taught, with an emphasis on labor economics, and did post-graduate work that was interrupted when he became an official of the National War Labor Board, on which he served from 1942-46.

Seybold forsook a life in academe later to become a labor mediator and executive in the printing industry, spending a quarter of a century in those capacities.

Ultimately, his economic acuity and first-hand experience with "technological displacement" led to his role as a vaunt-courier for new technologies.

"The computer was just being introduced in 1960," although phototypesetters already were in place, recalls Seybold. "And it seemed to me that computers were well suited to work together with phototypesetters."

But Seybold's early proposals on merging the two were not taken seriously by printers and publishers. "Nobody was interested," he says, "so I decided to do it myself."

The firm he founded that broke ground in computer phototypesetting, Rocappi Inc., was purchased in 1967 by Lehigh Press Inc., a book publishing firm.

Seybold stayed with Lehigh until 1970, but his visionary opinions on composition nearly got him fired before that. In a 1968 speech, he predicted that hot-metal typecasting would be obsolete in five years.

"Almost every major publisher said I was crazy and asked Lehigh management what they were doing associating with someone like me," Seybold recalls humorously. "I was wrong, of course. Mergenthaler stopped making the Linotype in the United States two-and-a-half years later."

In 1970, he established his publications company and began The Seybold Report on Publishing Systems.

The newsletter had an initial circulation of about 500 copies, mostly to printers and typesetters in book publishing. According to Seybold, the publication now has a paid circulation of about 2,700—with about 20 percent going to newspapers—and readership estimated at approximately 15,000. The newsletter is distributed in at least 50 countries, including the Soviet Union.

Seybold's success has not been without controversy, which has centered primarily on the potential for appearance of conflicts of interest: His company does consulting work for some of the firms whose equipment he critiques in print.

Yet he maintains that his newsletter remains objective. Moreover, he says he could not make some of the projections he does if it were not for information he gleans from his consulting work.

Seybold has been able to sidestep any taint on the newsletter, as his readers attest.

"I trust his ability to zero in on the important issues," comments Peggy A. Thompson, director of technology and administrative services for The Hearst Corp. "I'm more interested in his questions than his answers," she says.

"He's been able to walk a tightrope very successfully," observes newspaper consultant Harold C. Durbin. "After all, he's written some critical things about vendors."

Seybold, by his own admission, is a "complex man" who speaks with an "authoritative voice" yet is "crowd shy."

He also could be called a sensitive man, as evidenced by the poetry—sometimes penned by him—that he publishes each Christmas amidst the Seybold Report's technical argot, and in his music. He is a cello player in chamber music groups.

An active Quaker, Seybold makes his home in Rose Valley, Pa. He and his wife, Gertrude, have three children, all of whom are involved in Seybold's consulting and publishing ventures. ☐

Cable industry says new law brings order, flexibility to business

BY JAMES P. MOONEY

On Oct. 30, President Reagan signed into law the Cable Communications Policy Act. This new law, the first major revision to the federal Communications Act since its enactment in 1934, represents cable television's coming of age.

The act brings immediate and long-term major improvements to the regulatory environment in which the cable television industry must operate. It will give cable operators for the first time the kind of flexibility that is necessary to compete effectively in today's and tomorrow's information marketplaces. Cable operators will be able to respond directly to consumers and advertisers without having first to respond to local regulators.

In order to appreciate the significance of this new law, it is necessary to understand the regulatory morass that created the need for it.

Because cable was not an integral part of federal communications policy, it has been regulated for the most part by local governments. The industry went through a period of explosive growth in the 1970s as it moved from a largely rural distribution system used to retransmit television broadcast signals into a sophisticated entertainment and information provider serving communities of all sizes.

Before building new systems, operators needed to obtain permission from local governments to construct their facilities along public rights-of-way. Cities have used this power as a rationale to impose expansive regulatory constraints on cable systems.

With the help of barnstorming cable-franchising consultants, local regulatory control of cable became a badge of political achievement, with the city council of each town trying to out-regulate its neighbors down the road. At the same time, the marketplace cable serves has become increasingly competitive with deregulated and unregulated information providers.

Cities have dictated which services could be offered over cable systems and controlled the prices of those services. They have claimed a portion of our revenues for themselves as franchise fees. They have required state-of-the-art technologies in markets that could not support them. They have required operators to give away channel capacity so that it could be programmed by public, educational and governmental entities.

James P. Mooney

Some regulations even went far beyond cable television itself and required operators to plant trees in public parks, sponsor drug-education programs, rebuild firehouses and service other unrelated municipal needs.

Operators wishing to remain in business had little choice but to submit to these seemingly limitless demands. After all, cities held the franchising authority, and the coercive threat—implied or overt—was always the same: Accept the demands of the city government, or the franchise will not be renewed.

The Cable Communications Policy Act changes all that. It limits dramatically the scope of local regulatory authority over cable television. In some areas, it removes the authority altogether.

Pricing and packaging of cable services will become a matter of consumer preference rather than regulatory fiat. After a brief transition period, no governmental entity may regulate the rates for any cable service offered in a competitive market.

More important, local governments are effectively banned from interjecting themselves in cable programming decisions. Under the new law, these decisions will be in the exclusive domain of cable operators' editorial discretion. It is an important step for cable toward full First Amendment freedom.

The ability of cities to exact franchise fees also has been limited. They will no longer be able to impose unreasonable or unrelated demands on a cable operator as a condition of franchise renewal. And, perhaps most important, operators who provide good service will remain in business.

The increased market flexibility and long-range financial stability created by the new cable law will allow cable operators to become much more aggressive competitors in serving the needs of consumers and advertisers. The new law is not, however, a panacea for cable, or the end of its regulatory dilemmas.

The victories of this legislation are not without the costs that reflect the compromises necessary for congressional action. A federal leased-access requirement will be imposed on some systems. New requirements for the protection of subscriber privacy have been imposed. Cities will continue to play a major role in the selection of cable companies for their communities and in the oversight and administration of franchises.

Constitutional questions surround some regulations which still may be imposed. For example, courts have found that a tax on newsracks beyond the cost of regulation is a form of revenue-raising that violates the First Amendment. That judicial doctrine should be extended to cable.

Questions remain about the regulatory treatment that will be afforded cable companies as they expand their services from traditional video programming into new telecommunications services. Just as broadcasters pushed regulatory impediments on cable when it started to compete with them for video programming, now telephone companies are attempting to shackle our ability to grow and expand.

The new cable act will serve as the legal foundation of our industry and the point from which we will renew our efforts to free cable television entirely from governmental control. As the history of newspapers demonstrates, the struggle to obtain and maintain that freedom is one without end, but one that is worth it. ☐

Mooney is president of the National Cable Television Association.

COURTS

Rulings favor daily papers in disputes over TMC products

Three courts recently issued rulings favorable to daily-newspaper-company defendants in antitrust cases.

In one case, a federal court ruled there had been no antitrust violation. In the other two, requests for preliminary injunctions were denied.

After a six-day trial, a U.S. District Court judge found that Donrey Inc. of Fort Smith, Ark., did not violate federal antitrust law in connection with the total-market-coverage program of The Okmulgee (Okla.) Daily Times, a member of the Donrey Media Group.

Sales and Advertising Promotions Inc., publisher of a twice-weekly, free-distribution shopper in the Okmulgee area, contended that Donrey had attempted to monopolize newspaper advertising sales in the area by pricing advertising "substantially below" cost in Mainstream Edition, a publication distributed free to non-subscribers of the Daily Times.

In the Oct. 31 decision, Judge Thomas R. Brett disagreed with Sales and Advertising Promotions that the "relevant product market" in the case was limited to newspaper display advertising. He said the "more probable" market also included "local radio, billboards, zoned direct mail, etc."

The evidence, Brett said, did not establish that Donrey had monopoly power in the market, had attempted to acquire such power, or had a "dangerous probability" of achieving it.

Because neither the market nor monopoly power was established, Brett said he did not have to rule on the plaintiff's allegations that Donrey engaged in predatory pricing. But he observed that the rate charged for picking up an ad that previously had appeared in the Daily Times and running it in Mainstream Edition was not below its "incremental" cost.

Michael Sills, president of Sales and Advertising Promotions, said he is "seriously considering" an appeal.

In the other two cases:

- U.S. District Judge Alton J. Anderson Nov. 9 denied the request of Clipper Publishing Co. Inc. of Bountiful, Utah, for a preliminary injunction against the Ogden (Utah) Standard-Examiner.

Clipper, publisher of weeklies and shoppers, claimed the Standard-Examiner was selling advertising "below cost" in the Lakeside Review, its total-market-coverage publication, and asked the court to order the practice stopped [**presstime**, Nov. 1984, p. 43].

- U.S. District Judge Edward J. Garcia Oct. 5 denied the request of Yuba City (Calif.) Herald Inc. for a preliminary injunction against Freedom Newspapers Inc., which publishes the Appeal-Democrat in Marysville, Calif.

The Yuba City Herald, publisher of a shopper and a free-circulation weekly newspaper, sought an order prohibiting the Appeal-Democrat from distributing its TMC publication Metro Shopper in Sutter County, Calif.

"These cases are providing the newspaper business with an opportunity to show the extent of print and electronic competition facing newspapers today," said ANPA General Counsel W. Terry Maguire. "Of special importance is the chance to explain the role of the U.S. Postal Service and its customers in this highly competitive marketplace."

In other newspaper antitrust developments:

- A weekly shopper circulated free in Cumberland County, Maine, has charged Guy Gannett Publishing Co. with violations of federal and state antitrust laws. Guy Gannett publishes The Portland Press Herald, the Evening Press and a free shopper in Cumberland County.

In a suit filed in U.S. District Court, The Smart Shopper Inc. contends that Guy Gannett is offering "below-cost" rates for advertising in its shopper, The Sampler, in order to drive The Smart Shopper out of business. Guy Gannett has denied the charges.

- A U.S. District Court judge Oct. 11 awarded about $300,000 in attorneys' fees to Sun Publishing Co. of Clarksville, Va., which last year prevailed in a suit against Mecklenburg News Inc. and Halifax Gazette Publishing Inc. [**presstime**, Dec. 1983, p. 18]. Judge Robert R. Merhige Jr. previously had reduced the jury-awarded damages in the case from $158,000 to about $29,000.

Meanwhile, pretrial legal activities are continuing in two other cases.

In one, a group of free-circulation, community newspapers charges in state and federal suits that Times-Picayune Publishing Corp. of New Orleans engaged in predatory pricing in its zoned editions and shoppers. The plaintiff, Guide Newspaper Corp., is owned by Cox Newspapers.

Officials of the Newhouse Newspapers-owned Times-Picayune did not comment on the suit but said the firm has "competed fairly and will continue to do so."

In the other suit, The News-Gazette Corp., a Lexington, Va., paid-circulation weekly, charges that a paid weekly and free-circulation shopper published six miles from Lexington has violated state and federal antitrust laws. Among other things, News-Gazette alleges that the competing publications, published by Welch (W.Va.) Daily News Inc., engaged in predatory pricing and reprinted News-Gazette articles without permission. The West Virginia firm denies the charges.

—Margaret Genovese

ANPA-ABA film explores media law

A half-hour film on media law issues has been produced. "A Question of Balance: Free Press-Fair Trial" is the result of collaboration between ANPA and the American Bar Association [presstime, Oct. 1981, p. 18].

Intended for a wide audience including high school and college classes and civic groups, it is available for $500 for 16 millimeter film or $300 for video cassette tape. It may be rented for $75 and previewed for $25, which may be applied to the purchase price. A 20-percent discount applies to purchase orders placed before Jan. 1.

To order, contact Vision Associates Inc., 665 Fifth Ave., New York, N.Y. 10022.

ANPA objects to second-class mail for free weekly

ANPA has urged the 6th U.S. Circuit Court of Appeals not to allow The Enterprise, a free weekly newspaper in Winchester, Tenn., to use second-class, in-county mail.

In a friend-of-the-court brief, the Association asked the appeals court to strike down a lower-court ruling that the publication be entitled to second-class's relatively low rates and usually faster service. The brief cited the historical distinction that second-class mail makes between newspapers that readers pay for or "request" to receive, and free publications.

Addressing that distinction, the Association said, "The fact that one [publication] can establish that the public has requested or paid for it and that the other cannot, or chooses not to test the demand, is the bright line that Congress chose to draw to keep the government from making subjective choices based upon content."

A U.S. District Court judge ruled last summer that The Enterprise is a full-fledged newspaper, valuable in news content, and thus should not be denied second-class privileges just because it is free to readers.

But ANPA said that ruling jeopardizes "the precious insulation from such interference that the press and the public are guaranteed under the First Amendment."

The brief was filed in support of the Postal Service, which appealed the judge's decision [**presstime**, Sept. 1984, p. 35]. ☐

COURT BRIEFS

- A Texas state court judge Oct. 31 upheld a $3.5-million **libel verdict** against the El Paso (Texas) Times. The newspaper had asked District Court Judge Edward Marquez to set aside the original jury verdict [**presstime**, June 1984, p. 35].

The Times intends to ask Marquez for a new trial.

- A three-judge panel of the 9th U.S. Circuit Court of Appeals said a U.S. District Court judge erred in upholding the constitutionality of a Washington state **law against exit polling** [**presstime**, Aug. 1984, p. 35].

In its 2-1 decision Nov. 2, the court said Judge Jack E. Tanner should not have granted summary judgment because seven factual issues remained in dispute. It sent the case back to Tanner's court for trial.

- A Press Shield Law Task Force has asked the Massachusetts Supreme Judicial Court to establish **rules to protect confidential news sources** and other unpublished information.

The court invited members of the news media and others to file briefs by Dec. 17 on the task force's petition.

The panel was established in 1983 by Gov. Michael S. Dukakis to consider the need for a press shield law in the state [**presstime**, March 1983, p. 15].

- In the first legal action brought in connection with **Illinois' new Freedom of Information Act** [**presstime**, Dec. 1983, p. 21], the city of Monmouth asked an Illinois Circuit Court to order The Register-Mail in neighboring Galesburg, Ill., to discontinue requesting the name, age, sex and address of victims of crimes.

The Register-Mail has asked the court to dismiss the complaint.

- Newspapers in Vermont and New Hampshire have asked the Vermont Supreme Court to overturn a series of lower-court orders blocking the **disclosure of pretrial records**.

The orders, sealing affadavits from investigating officers, were issued by the same two district court judges, George F. Ellison and Paul F. Hudson.

One of the newspapers involved in those appeals, the Rutland (Vt.) Herald, has gone to U.S. District Court to fight a records secrecy and gag order by Hudson in another case.

- Calling **television in the courtroom** the "most destructive thing in the world," Chief Justice Warren E. Burger told reporters Nov. 12 in Tampa, Fla.: "There will be no cameras in the Supreme Court of the United States while I sit there."

Burger also heads the Judicial Conference of the United States, which recently decided not to allow cameras in federal courtrooms [**presstime**, Nov. 1984, p. 34].

- Approximately 40 **in-house counsel for media companies** met in New York Nov. 7 for a day-long discussion on topics of mutual interest, including prepublication counseling, libel insurance, countersuing, budgeting outside legal costs, *amicus* briefs and brokered advertising.

The meeting preceded the annual Communications Law program of the Practising Law Institute.

REGULATIONS

Are newspaper subscriptions tax-deductible?

Although at least one newspaper has suggested that subscribers can "probably" deduct the cost of the newspaper's subscription on their tax forms, payments for "general-interest" publications such as daily newspapers usually are *not* deductible on an individual's federal income tax returns, according to the Internal Revenue Service.

The provision on tax deductibility in the law is generally limited to technical, trade and professional publications, said Scott D. Waffle, IRS chief of media relations. "For instance, a doctor can deduct a medical journal," he said.

"If you put down [as a deductible item] a newspaper subscription, and you are audited, that deduction will be disallowed, except, maybe, under some very isolated circumstance," he said.

Nevertheless, the Northern Virginia Sun, a daily based across the Potomac River from Washington, D.C., has suggested to readers that its subscriptions may well be deductible. The Arlington paper, which has a publisher's sworn circulation of 17,734, has distributed subscription solicitation post cards bearing this statement:

"Tax Deductible. Your subscription is probably tax deductible. If you are a homeowner (or a prospective homeowner) who is interested in property values, housing costs and mortgage trends. If you are a lawyer who must check legal notices, a public official, athletic coach, job hunter, or local businessman, it is also probably an appropriate business expense."

Waffle said the IRS tries to discourage such a practice because "it is generally misleading to the subscribers."

Addressing one aspect of the Sun's card, Waffle said a job-hunter cannot deduct the cost of a newspaper subscription because the employment ads constitute only a small part of such a general-interest publication.

He said only subscriptions to publications aimed at a specific trade or profession, or those limited largely to job-placement ads and employment matters, are usually deductible because they are not of a "general-interest" nature.

To claim such a deduction successfully, the IRS spokesman said, it must be shown that "I would have to subscribe to that publication to do my job well." He added, "It (deductibility) would depend on facts and circumstances.

"The problem is implying for a number of people it would be deductible," Waffle said. "Almost anybody can say it may be deductible."

The "may be" approach showed up in a New York Times house ad that ran in October. The subscription pitch ended with the words in small print—"May be tax deductible."

Elliott Sanger Jr., manager of corporate relations for The New York Times Co., said an investor with real estate holdings and an extensive portfolio of stocks and bonds successfully defended in tax court his deduction of the cost of the Times as well as several business publications.

The Northern Virginia Sun's editor and publisher, Herman J. Obermayer, declined any comment on the use of the tax-deductibility suggestion on the paper's subscription card or on the IRS spokesman's comments.

Hearing-conservation rule upset

A federal appeals court has overturned the Occupational Safety and Health Administration's hearing-conservation amendment.

The three-judge panel of the 4th U.S. Circuit Court of Appeals ruled 2-to-1 Nov. 7 that OSHA exceeded its authority in adopting the amendment to its workplace noise-exposure standard because it requires employers to assume responsibility for hearing losses that may not be related to the workplace.

At press time, an OSHA spokesman said an appeal was being considered.

Among other things, the amendment requires employers to test periodically their employees who are exposed to noise at or above 85 decibels averaged over an eight-hour period, so as to determine whether they have experienced a loss of hearing. If a loss has occurred, the employer must take additional actions.

"It is obvious that such a hearing loss can result from non-occupational noise exposure just as easily as it can from occupational exposure. Airplanes, hunting rifles, loud music and a myriad of other sources produce noise potentially as damaging as any at the workplace," the court said.

According to ANPA environmental staffers, most newspapers currently are required to have hearing-conservation programs [presstime, Feb. 1984, p. 29]. They reminded newspapers that although the hearing-conservation amendment was overturned, the underlying workplace noise-exposure regulation—limiting employee noise exposure to 90 decibels over an eight-hour period—remains intact.

The OSHA spokesman said the agency will enforce the noise standard.

Newspapers should check frequencies

An association representing a group of industrial users of private two-way mobile radio systems has asked the Federal Communications Commission to merge the block of eight frequencies reserved for use by newspapers and wire services with two other groups of special-use frequencies.

The Special Industrial Radio Service Association asked that the so-called Relay Press Radio Service be consolidated with services established for use by motion picture production crews and by SIRSA members, which include farmers and fuel companies.

There already is some "sharing" among the three services, according to the SIRSA petition.

SIRSA contended that the merger would streamline FCC administrative procedures, would provide users of the press and motion picture services with more frequencies as well as a frequency coordinating committee, and would give its own members "some minor geographic frequency sharing possibilities."

Deadline for comments to the FCC on the petition is Dec. 10.

ANPA has sent a "telecommunications alert" to all known newspaper mobile radio licensees seeking information on their use of the service. Newspapers with licenses that did not receive the questionnaire should contact Pamela J. Riley, ANPA assistant general counsel, or Jane Wilson, assistant director of the ANPA Telecommunications Department, at The Newspaper Center in Reston.

Transformers should be probed for PCBs

The U.S. Environmental Protection Agency has proposed placing new restrictions on electrical transformers containing polychlorinated biphenyls, or PCBs. Newspapers may have such transformers in or near their plants, according to ANPA environmental experts.

PCBs used as a coolant in transformers were exempted from the federal government's 1978 PCB ban because they were considered to be totally enclosed in the transformers.

EPA said it was proposing the new regulations because fires involving transformers containing PCBs occur more frequently than previously believed. Toxic substances, including dioxin, can be formed when the transformers burn.

The proposal would require:

- PCB-containing transformers to be registered with local fire departments
- The transformers to be labeled as containing PCBs
- Removal of combustible objects from around the transformers
- Building owners to be informed if the transformers are located in or near their property
- Installation of additional electrical protective devices on the transformers
- Isolation of the transformers from ventilation equipment, duct work and openings in buildings to prevent widespread contamination of the structures and the environment if the transformers are involved in fires.

"Newspapers would be wise to make an audit, to check to see whether these transformers exist either on or off their premises," advised Michael Stern, chairman of the ANPA Environmental Task Force and production manager at Syracuse (N.Y.) Newspapers Inc.

A PCB transformer outside an office building in Syracuse exploded last December, splattering PCB-laden oil outside and inside the building, forcing the building's closure for a week.

Nationally, the EPA said there have been six fires involving PCB transformers since 1981.

PCBs were a source of concern for newspapers earlier this year when some yellow ink was discovered to have been contaminated with yellow pigment containing PCBs at higher than allowable limits [presstime, Sept. 1984, p. 33].

Advo/Blair shake-up raises questions for newspapers

John A. Valentine

John Blair & Co.'s consolidation of direct-mailer Advo-System Inc. and coupon-marketer John Blair Marketing—and Advo's apparent emergence as the dominant force in the new corporate alignment—has raised questions about the long-term impact on newspapers' advertising insert and coupon business.

Already, the new entity—Advo-System/John Blair Marketing—has announced plans to decrease the number of newspaper insert dates next year and to increase its direct-mail drops.

The Blair corporate moves loom especially large because former Advo President John A. Valentine, who has been embroiled in a dispute with newspapers over third-class mail issues, emerged as the chief executive officer of the combined operation. Valentine also was named senior vice president of the parent firm.

"The consolidation, for all the hoopla and suspicions, essentially amounts to dollars and cents," said Ira Ginsberg, Advo/Blair vice president for advertising and communications. It was intended to eliminate duplication that existed between Advo and Blair, he said.

One knowledgeable source who asked not to be identified said about 40 people lost their jobs as a result of the late-October shakeup.

Seven top executive positions at Blair were eliminated and the creative services, promotion and public relations operations were consolidated and moved from Blair's New York City headquarters to Advo's Hartford headquarters.

Advo, the nation's largest direct-mail firm, and John Blair Marketing, one of the largest advertising agencies in the coupon field, formerly were separate subsidiaries of John Blair & Co., a diversified marketing and communications company.

Valentine announced a "new operating plan" for 1985 to "improve the impact of the company's free-standing newspaper insert and Network Mail programs." Network Mail is a national shared-mail program that includes coupon delivery.

Valentine said the plan is designed to address the "two major concerns being voiced by advertisers: . . . increased coupon clutter and . . . reduced product exclusivity."

Ginsberg said there are "a lot of dates out there when there are too many" coupons distributed—to the detriment of some advertisers.

Advo/Blair officials said the overall plan involves "trimming the number of newspaper insert dates from 28" to 21, "increasing Network Mail drops over 1984 levels," and other features. "In all, the 1985 plan will result in a 10-percent increase in Advo/Blair couponing vehicles over 1984."

John Blair Marketing previously had announced a plan to distribute coupon preprints in Sunday newspapers 28 times in 1985. That would have represented an increase of seven Sundays over this year's schedule [**presstime**, Aug. 1984, p. 44].

The company also had said earlier that it would schedule 22 Network Mail dates for 1985, 10 more than 1984. The recent announcement did not specify the number of Network Mail dates in the new plan, except that the number of mail "drops" would be higher than this year's.

The notion that the action was taken so that newspapers "are going to be done in by all this," Ginsberg said, "just doesn't happen to be the case." The plan was developed to best serve advertisers, he maintained.

Valentine said in a statement he is "convinced that there is a shakeout coming" in the coupon-delivery business.

He added: "Who will survive? In my opinion, those few companies whose programs are as well-timed, well-targeted and well-planned as those of the sophisticated marketers they serve. I intend to make Advo/Blair one of those few, and I believe that our unique ability to offer the choice of newspaper inserts or direct mail, along with the innovative plan we've put together for 1985, is a major first step."

According to Valentine, "We're already at work on '86 and beyond." ☐

Philadelphia preprint distributor files antitrust suit against Advo

Pretrial proceedings are continuing in an antitrust case in Philadelphia against Advo-System Inc. in which the nation's largest direct-mail firm is charged by a competitor with trying to monopolize the market for direct delivery of preprints.

Cassidy Distributing Service alleges that Advo induced Acme Markets Inc. to switch from Cassidy's service to Advo by quoting a predatorily low price. The rate, according to Cassidy, would have required that at least three other preprints be included in the same mailing to bring in revenues above Advo's marginal or average variable cost.

"Only Acme's advertising was sent out in many of the mailing distributions," Cassidy said. "Therefore, Advo sold its services below average variable cost" in violation of antitrust laws.

Cassidy claimed that Advo's "anti-competitive conduct was done with the specific intent to monopolize." It also said Advo is engaged "in similar conduct in Los Angeles, Milwaukee, Minneapolis, and other market areas, and monopolized and/or attempted to monopolize those geographic markets by using similar predatory pricing."

In another part of the complaint, Cassidy said Advo's acquisition by John Blair & Co. and the "joint venture" created with Blair Marketing have "substantially lessened competition or have tended to create a monopoly" in the Philadelphia market. John Blair & Co. and Blair Marketing also are named defendants in the suit.

Since the complaint was filed July 18, Advo and Blair Marketing consolidated into Advo-System/John Blair Marketing.

An Advo/Blair attorney said the company denies all allegations in the complaint. He said Advo/Blair is confident it will prevail in the suit. ☐

'Home, sweet advertising'

BY CRAIG C. STANDEN

Since the early 1950s, classified advertising's share of newspaper revenues has increased from 20 percent to nearly 30 percent. And selling classified has become a much more complex job, especially in the last 10 years, and especially in real estate classified.

There are three chief reasons.

First, the real estate industry has itself undergone a fundamental change with the growth of large, nationwide companies such as Century 21, ERA and Coldwell Banker.

Second, as spending on real estate advertising approaches $2 billion a year, we are encountering more competition for those dollars.

Third, because of rapidly increasing real estate prices and a decade of double-digit interest rates, the way Americans think about buying and selling a house seems to have changed.

The bureau's most recent research report, "Real Estate in the Eighties: A Study of Home Buyers and Sellers," underscores just how much attitudes toward buying and selling a house have changed. Let's look at some of the key findings of this study, which was based on interviews with 382 people in the North Central and Pacific states.

- Because of high prices and high interest rates, the mere desire to buy a house is no longer enough. Those with the wherewithal to buy tend to be well-educated and well-paid. Reaching this part of the population is one of newspapers' basic strengths.
- Today's buyers spend more time looking for the right house (a median 70 days vs. 46 days in 1978), and a majority talk with more than one real estate agent.
- The investment factor has become an increasingly important consideration for home buyers. "Home Sweet Home," has apparently been replaced by "Home, Sweet Investment."
- Real estate agents have some image-burnishing to do. Three out of four home buyers (74 percent) rated their own agents or brokers "high" or "very high" on their knowledge of local housing availability and costs, and 72 percent did on understanding the buyer's housing needs. But only 57 percent gave similarly good ratings on agents' ability to help a buyer find the kind of financing he or she needs, 46 percent on their services in advising the buyer on the investment value of different kinds of homes, and 36 percent on supplying tax information that affects home owners. It appears that agents who want to succeed should improve their delivery of these services and also feature them in their advertising.
- Both home buyers and sellers name newspapers as the number-one source for exposure to real estate advertising by a wide margin. Even after they have chosen a broker, and even after completing the sale or purchase of a home, an amazing 67 percent keep checking the houses for sale in the newspaper classified section.

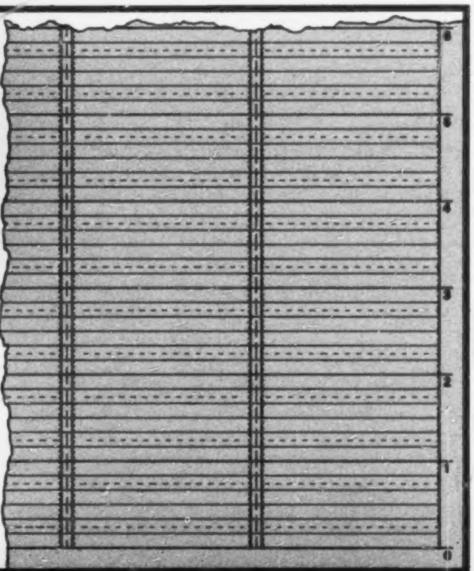
The study on which the report is based is notable in several respects. The bureau's Research and Classified Departments worked in close cooperation with a number of newspaper classified advertising managers and representatives of realty organizations to design a project that would produce truly important information for the real estate industry.

Thanks to the help of the National Association of Realtors and its members in locating home buyers and sellers, this is one of the few real estate studies ever to be based on interviews with people actively in the market to buy or sell a home.

Individual realtors have told us the study influenced them to do image advertising in newspapers in addition to their conventional product advertising of individual homes.

"Real Estate in the Eighties" will help your newspaper sell more real estate advertising. To get the most out of it, your real estate classified sales people should each have their own copies to share with their accounts. If you would like to get copies of the report or the presentation for your newspaper, or to arrange for a showing of the presentation in your market by a bureau executive, please call our vice president for classified, Eric Anderson, at (212) 704-4514. ☐

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.



NEW!
Standard
Ad Unit
GRID SHEETS

MPS has the new 13" SAU* grid sheets in stock for immediate delivery. Now available are broadsheet grids for 6 columns, for 6 and 8 columns and for 6 and 9 columns. A matching 5 column tabloid sheet is also ruled with the new SAU* column sizes. In addition 5 sizes are in stock for make-up of ads less than full-page sizes.

Free samples are available. Call Dick Morton at 1-800-621-1507 to discuss your SAU* grid sheet requirements.
SAU is a registered trademark of ANPA

MPS MIDWEST PUBLISHERS SUPPLY COMPANY
4640 N. Olcott Avenue, Chicago, IL 60656 (312) 867-4646

Few bright spots for newspapers in '84 political advertising scene

Although hard-and-fast data are not yet available, observers say newspapers apparently fared poorly in the battle for 1984 political advertising dollars.

"Practically none" of the media budgets for presidential candidates went to newspapers, said Henry Dain, vice president in the National Sales Department of the Newspaper Advertising Bureau. "They still want the emotional, flamboyant atmosphere of television," said Dain, who directed NAB's efforts to obtain more political ads for newspapers in the 1984 campaign [**presstime**, Jan. 1984, p. 12].

As for races for Congress and state and local offices, indications are that newspapers tended to be used chiefly in particular situations: where television markets cover an area much larger than a particular constituency, where issues were considered too complex to be explained in television spots, and where individual newspapers made all-out efforts to recruit campaign advertising.

Paradoxically, the strength of newspapers' demographics often worked against the choice of newspaper advertising by campaign strategists. "Newspaper readers almost definitely are more informed, more likely to have their minds made up, or more likely to make up their minds on the basis of news coverage," said John Franzen, director of the media center of the Democratic Congressional Campaign Committee. "So if you're looking at persuading persuadables, you're looking at television."

However, the Des Moines Register based a concerted effort to bring in more political advertising on statewide polls showing a strong correlation between newspaper readership and registered voters. Capitalizing on these demographics, it increased the amount of "issue advertising by concerned groups," said National Advertising Manager Jeanette A. Antisdel.

As a general rule, smaller papers this year fared better than larger ones, which frequently were bypassed in favor of major state- or city-wide television buys.

An example was the campaign of Democrat Albert Gore, who was elected to the U.S. Senate from Tennessee. His statewide campaign funds went to television, with newspaper ads made available to local party committees. "We don't budget for it, but we let it be done on a local level," said Mark McNeely, Gore's media coordinator. "When you get into small towns, it (newspaper advertising) is very cheap and easy to do."

On the presidential level, the single largest exception to the media-buying pattern was the Reagan-Bush campaign, which placed a quarter of a million dollars worth of full-page ads in Sunday magazines the final weekend of the campaign in what were deemed to be 11 key states.

This one-shot buy was far less than the $1.8 million the Reagan-Bush campaign spent in the closing days of the 1980 campaign, placing ads throughout the country through the one-order/one-bill service of NAB. Neither the Carter-Mondale nor the Mondale-Ferraro strategists used this service to place multiple newspaper ads in either 1980 or 1984.

Although the investment in newspaper advertising was small compared with the more than $22 million the Reagan-Bush ticket spent for television, the success of the last-minute Sunday magazine buy was "absolutely beyond question," says Robert W. Hinson, media director of The Tuesday Team, which handled the advertising for the GOP ticket. □

'Creative Newspaper 9' examines 82 exemplary ads

The Newspaper Advertising Bureau has published 90,000 copies of its ninth annual Creative Newspaper, which will be distributed to newspapers, advertisers and ad agencies.

The 48-page, full-color edition includes 82 ads selected by a panel of judges from more than 5,000 entries. Fourteen of the ads were singled out for NAB's Athena awards.

Along with the ads, Creative Newspaper 9 contains information on how the ads were designed and the strategies behind them. It gives artistic recognition and also serves to "remind agencies and advertisers of the selling power of newspaper space—especially when it is filled with advertisements like these," said Henry A. Simons, NAB vice president and creative director.

Copies of the publication are available for $1 each (less for multiple orders) from NAB, 1180 Avenue of the Americas, New York, N.Y. 10036. Also available from NAB, for $100, is a slide show based on Creative Newspaper 9. □

Newhouse succeeds Silha as chairman of postal task force

Donald E. Newhouse has been named to succeed Otto A. Silha as chairman of the ANPA-Newspaper Advertising Bureau-National Newspaper Association Joint Postal Task Force. Newhouse, an ANPA director, is president and general manager of The Star-Ledger in Newark, N.J.

Silha, who retired earlier this year as chairman of Cowles Media Co., received accolades from ANPA Chairman and President Richard J.V. Johnson. "You have made a magnificent contribution to our business over the years," Johnson told Silha in a Nov. 16 letter. "The work you have done on postal matters is but the most recent in a long line of essential programs which you have managed."

As the task force's first chairman, Silha led newspaper-business efforts in the study of third-class rates and in development of recommendations to the ANPA, NAB and NNA boards of directors on postal rate matters [**presstime**, July 1984, p. 30].

Noting that the postal issue is one of the most challenging confronting the newspaper business, Johnson also said in his letter, "You jumped into the fray, learned the business of the mails, applied that knowledge to the newspaper business, and moved our public policy initiative far ahead of where we began."

He and Newhouse said they would call on Silha, who is now president of his own consulting firm, Silha Associates, for future discussions about postal matters. □

USPS official tapped for postmaster general

The governors of the U.S. Postal Service Nov. 13 appointed Paul N. Carlin, regional postmaster of the 13-state central region, to succeed the retiring William F. Bolger as postmaster general Dec. 31.

Carlin, 53, joined the Postal Service in 1969. Instrumental in developing the Postal Reorganization Act, he previously held senior level positions at USPS headquarters and in the eastern region.

Meanwhile, the governors by late November had not acted on the pending postal rate case [**presstime**, Oct. 1984, p. 38]. John R. McKean, chairman of the governors reiterated previous statements that the board will not impose new rates before the end of the year. □

Newspaper groups and profit motive

BY GUIDO H. STEMPEL III

Two decades ago, Dow Jones, publishers of The Wall Street Journal, started a trend in the newspaper industry when it went public. By the end of last year, shares were being publicly traded in 17 companies that accounted for about a quarter of the total daily newspaper circulation in the U.S.

This trend has raised the question of whether publishers and perhaps editors of publicly owned newspapers would become more concerned about financial considerations and less about the quality of the newspaper. An article in the Fall 1984 Public Opinion Quarterly by Philip Meyer, professor of journalism at the University of North Carolina at Chapel Hill, and Stanley T. Wearden, assistant professor of journalism at Kent State University, explores this question.

They surveyed securities analysts interested in newspaper companies, publishers, editors and staff members of publicly owned newspapers, and publishers, editors and staff members of privately owned newspapers.

As you might expect, they did find that the analysts were more concerned about such financial considerations as earnings consistency and financial health than about editorial quality or quality of the whole newspaper.

However, publishers, editors and staff members of publicly owned newspapers considered editorial quality and product quality more important than any financial considerations. The same was true of publishers, editors and staff members of privately owned newspapers.

There was, in short, no indication that the fact of public ownership was causing persons on publicly owned newspapers to place a higher priority on financial considerations.

• • •

Research about newspaper readers in recent years has drawn the distinction between subscribers and occasional readers. Now a study by a journalism faculty member at San Diego State University demonstrates the significance of this distinction by documenting that these two types of readers use the newspaper for different things.

Wayne M. Towers reported to the convention of the Association for Education in Journalism and Mass Communication in August that subscribers use newspapers for surveillance, while single copy readers use the newspaper to find interesting things to talk about to other people. Surveillance here means checking on what is going on in the world around the reader.

Copies of Towers' report may be obtained from him at the Department of Journalism, San Diego State University, San Diego, Calif. 92182.

• • •

The major public concerns about health are not the most frequently covered topics in newspaper coverage of medicine. That's the finding of a study in Ohio by Hugh M. Culbertson, professor in the E. W. Scripps School of Journalism at Ohio University, and this writer.

We made a statewide survey of public attitudes about medical care. Four hundred fifteen randomly selected respondents were interviewed by telephone in March and April 1982. We also examined the coverage of medicine from January through March of 1982 in the 11 Ohio daily newspapers of more than 100,000 circulation. Together these newspapers had 62 percent of the daily circulation in Ohio at the time of the study.

The great majority (74 percent) of respondents said that the cost of health care was the most important problem facing health care in the U.S. However, only 12 percent of the newspaper articles dealt with that topic.

The most frequently mentioned topics in the newspapers were specific diseases, which accounted for 34 percent of the articles, and self help in health care, the subject of 28 percent of the articles. Only 3 percent of the respondents considered specific diseases the most important problem, while 7 percent considered self help the most important problem.

This study is reported in the Spring 1984 issue of the Newspaper Research Journal. □

Stempel is a distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to **presstime**.

Few courses found for some 'J' majors

Would-be journalism students beware. According to the Dow Jones Newspaper Fund, one out of six colleges that say they allow a student to major in the news-editorial field do not offer enough courses or credit hours in it to constitute a legitimate major.

The Fund made the discovery in the process of updating its annual Journalism Career and Scholarship Guide. "I was just astounded," said Executive Director Thomas E. Engleman.

According to Engleman, the Newspaper Fund's list of schools offering a news-editorial major was compared with a list of that nature contained in a commercially available directory of college majors.

The fund found 153 schools it had not previously listed and sent questionnaires to the schools. Of the 96 schools that responded, 62 were found not to offer enough courses or credit hours for a major—generally considered to be 25 percent of the total required for graduation.

Engleman declined to name the schools but said they were "basically small liberal arts schools." Most were private schools. Several offered only one or two courses in journalism. One had a cooperative agreement with another institution to send its students there to take journalism classes.

Engleman also would not disclose the name of the directory. He said that the directory, undergoing revision at the same time as the Newspaper Fund's Guide, was given a "full report" on the fund's survey, but that in a majority of cases, it did not alter its entries.

Survey results also have been shared with the Association for Education in Journalism and Mass Communication, the national organization of journalism educators, and with the Accrediting Council on Education in Journalism and Mass Communications, the federally recognized journalism school accrediting agency.

The 1985 Journalism Career and Scholarship Guide lists 328 schools with journalism majors. It also provides information on more than $3 million in scholarships. Single copies are available without charge from the Dow Jones Newspaper Fund, P.O. Box 300, Princeton, N.J. 08540. For two or more copies, the price is $2 each. □

Search The Third World.

Your best source of timely news, feature articles and information from Latin America, Africa and Asia is also the *newest* source—**Interlink.**

Interlink is the sole U.S. distributor of Inter Press Service, the world's major private Third World news agency, plus four other international feature services, providing news and analysis on financial, political and social trends. Interlink taps the coverage of more than 250 correspondents in the developing nations. Interlink is available by ***direct electronic transmission to media*** or through ***ITT Dialcom*** and ***NEXIS.*** Either way, the news is well-written, ready for publication, or for background and briefings.

The New York Times, Philadelphia Inquirer, New York City Tribune, CBS News, ABC News and National Public Radio all subscribe to Interlink. So do Columbia University, Oberlin, the University of California; OPIC and the Bank of America. For more information on Interlink's **Newsline**, mail the coupon below or call (212) 599-0867.

Send for free information on the new Interlink electronic Newsline.

Interlink
PRESS SERVICE

777 United Nations Plaza
New York, New York 10017
(212) 599-0867

Please send me information on Interlink's electronic Newsline:

Name ____________________
Organization ____________________
Address ____________________
City ____________________
State ____________________
Zip ____________________
Phone ____________________

Parade readers tell papers what they're doing wrong

(Editor's note: A report on media credibility by David Lawrence Jr., executive editor of the Detroit Free Press and chairman of the Credibility Committee of the American Society of Newspaper Editors, was published in Parade magazine last summer. The article was accompanied by a questionnaire seeking the public's views on the subject. The following is a report on the response Lawrence received.)

BY DAVID LAWRENCE JR.

Most of the more than 8,000 responses came from everyday readers.

Hugh L. Bates of Indian Rocks Beach, Fla., wrote: "As you purport to keep watch on all things, so you need watching."

Earl E. Eigabroadt, a retired Army captain living in Gig Harbor, Wash., said: "The slightest malfunction of any nuclear facility receives bold and instant headlines. . . . A reader will have to search diligently, however, to find other than inner-page mention of any of the hundreds, perhaps thousands, of people killed annually producing coal and oil."

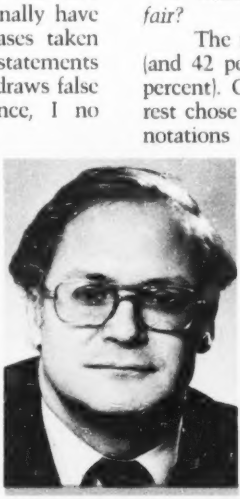
But some responses came more from within:

William O. Beck, now working for a power company in Duluth, Minn., remembers what it was like in the newsroom when he was a newspaper reporter: "The reportorial goal of most of the youngsters was to grab a good story and ride it for six months and then start sending the resume and clips to Miami and Philadelphia. In that kind of atmosphere, responsibility tends to become an abstraction."

John W. Bride, the Portland, Maine, president of a broadcast group with five radio stations, wrote: "I personally have gone through misquotes, phrases taken out of context, inaccurate statements from which the reporter then draws false conclusions. As a consequence, I no longer grant interviews."

Hundreds of the responding readers not only filled out the questionnaire but also wrote accompanying letters. Responses came from every state, except Montana. No scientific validity should be suggested for any of this; yet the amount of response—and what readers had to say—suggests press credibility is worth a lot of discussion and study.

Study it shall get. The American Society of Newspaper Editors has commissioned Kristin McGrath of MORI Inc. of Minneapolis to study the question of press credibility, with an emphasis on finding out what editors can do—if anything—to lessen the problem.


David Lawrence Jr.

The questionnaire sought just four answers:

1. *How much do you think your local newspaper editor cares about being accurate and fair?*

The respondent could check: A lot (and 17 percent did). Not enough (45 percent). Not much at all (38 percent).

2. *If you were the editor of your local newspaper, what's the first change you would make?*

Almost 60 percent said their first change would be in the handling of the news-editorial content, ranging from the paper's editorial philosophy vis-a-vis the news content, to how news is treated. Another 18 percent would adjust the kinds or amounts of news.

3. *If you were hiring the editor of your local newspaper, what's the single most important attribute you would seek?*

More than two-thirds of the respondents pointed to such values as honesty, fairness and open-mindedness. The second most frequently mentioned (9 percent) attribute was job skills.

4. *Which is the most accurate and fair?*

The respondent could check: Radio (and 42 percent did). Or newspapers (31 percent). Or television (16 percent). The rest chose "none," accompanied by such notations as "This is like choosing between bad, badder and baddest," or "Not a dime's worth of difference."

Those who chose radio thought that medium focused on the facts, without editorializing. The consensus among those who chose TV was: When you see something, you can form your own opinion. Those who chose newspapers noted the depth with which we treat a topic.

Researcher Joni Silverstein, who tabulated the responses, thought they reflected readers' "genuine concern toward this topic." One tantalizing observation from Silverstein was that although "a number of research studies have indicated that readers want more condensed stories . . . a lot of the answers indicated otherwise."

In the spirit of enhanced credibility, the reader is entitled to the last words.

David McWhalters of Los Gatos, Calif., wrote that the media "have no ethics, no morals, no consideration for anyone." He cited actress Elizabeth Taylor's request for five minutes alone at the grave of Richard Burton. "None granted, no decency," said McWhalters. "If it were I, every reporter would have been covered with spray paint or Agent Orange."

McWhalters' closing paragraph in a two-page letter:

"After this tirade, I will sign my name. I know this letter will not change anything, but one can hope." ☐

Pools of various sizes and composition planned by Pentagon

Pentagon officials indicated at a Nov. 15 meeting with newspaper representatives that they are planning press contingency pools of different sizes and potentially varying numbers of newspaper reporters, ANPA said.

ANPA Chairman and President Richard J.V. Johnson, American Society of Newspaper Editors President Richard D. Smyser and ANPA Executive Vice President Jerry W. Friedheim met with top Defense Department public affairs officials to discuss press coverage of U.S. combat missions.

The meeting—held after Johnson sent a telegram to Defense Secretary Caspar W. Weinberger requesting a meeting on the issue—followed protests over newspapers' exclusion from the initial pool. A day later the Pentagon added one newspaper reporter. ANPA has since requested the further addition of two more newspaper reporters [presstime, Nov. 1984, p. 38].

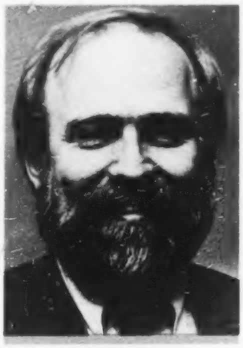
After the Nov. 15 meeting, Johnson, president of the Houston Chronicle, said "there are still some specifics to be sorted out." Following that, "We'll be discussing details with the newspaper organizations which might become involved in press-pool availability for short-duration coverage of military operations," he said.

Friedheim said the newspaper contingent was "encouraged by our preliminary discussions, but we will be working further on details." ☐

SPJ,SDX to open FOI Center in March, sets minorities goals

The Society of Professional Journalists, Sigma Delta Chi, has set its sights on the areas of freedom of information, minorities, and membership.

President Frank Sutherland, managing editor of The American of Hattiesburg, Miss., described plans solidified at the society's annual convention Nov. 12-17 in Indianapolis. Among them:


Frank Sutherland

- A Washington, D.C.-based Freedom of Information Center will open on Freedom of Information Day, March 16. Sutherland said specific activities of the SPJ,SDX-sponsored center will be announced at its opening [presstime, Dec. 1983, p. 28].
- The society will join with the American Society of Newspaper Editors and other media groups "to speed up the process" by which minorities enter journalism. SPJ,SDX will conduct a campaign directed at young minorities, informing them of opportunities in the profession through ads in daily newspapers, magazines such as Ebony, and other media.
- The organization's Minorities Committee will examine how the journalistic society can address what it sees as the media's poor coverage of minorities. A prime concern is that minorities often are not "mainstreamed" into coverage of stories other than those dealing with racial issues, Sutherland said.
- There will be a drive to increase membership, which has been stagnant over the past several years at about 24,000, through greater recruitment efforts. Membership had climbed to an all-time high by 1980 of about 28,000. It dropped by about 4,000 after the society dropped inactive members from the rolls.

Sutherland was elected and took office at the convention, as did Robert Lewis, Newhouse Newspapers Washington Bureau, president-elect; Robert H. Wills, editor of The Milwaukee Sentinel, secretary; and James F. Plante, managing director of NBC news support services, New York City. ☐

First Amendment Congress planned for '87

The First Amendment Congress organization has announced that a national First Amendment Congress will be held in Denver in the spring of 1987. The third such national meeting, it will be linked to observance of the bicentennial of the U.S. Constititution.

At its Oct. 27 meeting, the congress [presstime, June 1982, p. 18] re-elected Jean Otto, editorial page editor of Denver's Rocky Mountain News, for a fifth term as president. Judith D. Hines, vice president and director of ANPA Foundation, was re-elected secretary and designated president-elect.

Other new officers are Vice President Paul Davis, news director of WGN-TV in Chicago, and Treasurer John Shurr, Associated Press bureau chief in South Carolina.

The First Amendment Congress was founded in 1979 by 12 media organizations for the purpose of preserving the First Amendment rights of free speech and a free press. ANPA was one of the founders. ☐

Booklet summarizes credibility seminar

A summary of the American Press Institute's September seminar on "The Public Perception of Newspapers: Examining Credibility" is now available in booklet form.

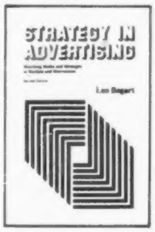
The two-day meeting of 22 invited newspaper people was the first of what is planned as an annual J. Montgomery Curtis Memorial Seminar on a subject of concern to the newspaper industry.

The name of the seminars honors the man who headed API for 16 years. Curtis died in 1982.

About 3,000 copies of the 19-page booklet have been sent to newspapers, journalism schools and newspaper organizations in the United States and Canada. Additional copies are available for $1 each from API, 11690 Sunrise Valley Drive, Reston, Va. 22091. ☐

Determining the best ad strategy

Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, offers wide-ranging discussion on how advertisers can get the most out of their ad dollars in an update of his 1967 book, *Strategy in Advertising.*



"While methods, institutions and statistics will change, the basic principles of good advertising strategy will remain valid," he writes.

Bogart draws on research and personal experience in documenting contemporary American advertising and the "how-to's" of advertising strategy. He addresses such topics as "deciding how much to spend and where," "persuasion and the marketing plan," "defining the target" and "the concept of 'audience.' "

The 420-page, hard-cover book is available for $28.95 from Crain Books, 740 Rush St., Chicago, Ill. 60611. ☐

Technology aids modern design

Modern technology has given newspaper designers more freedom than that of their predecessors, who were confined by typesetting and other restrictions, writes Daryl R. Moen in *Newspaper Layout and Design.*

Newspaper Layout and Design
BY DARYL R. MOEN

Moen, chairman of the editorial department of the University of Missouri School of Journalism, discusses numerous design issues confronting newspapers: "modular" layout, "packaging" sections and stories, using color, the process of redesign, and others.

"Most of all," Moen says, "the designer should have an appreciation for the function of the newspaper. . . . There should be only one guiding principle: Keep it simple."

The book also addresses the special needs of tabloids, cautioning not to treat them "merely as a small-sized newspaper."

The 276-page, soft-cover book is available for $19.90 from Iowa State University Press, Ames, Iowa 50010. ☐

For flexography pioneers, 'if' has changed to 'when'

Press Options II, the ANPA-sponsored symposium on the availability of press choices, turned out to be a nearly lopsided endorsement for flexography. For a day and a half, the Chicago gathering of about 160 newspaper executives from around the world heard one speaker after another praise the rapidly advancing newspaper printing technology.

"Flexo stole the show," was how William D. Rinehart, ANPA vice president/technical, described the symposium.

"It was the most optimistic report on flexography that I've heard," said George Cashau, ANPA director/technical research and organizer of the symposium. "The information the speakers provided was very current, topical and truthful."

The symposium was divided into a series of presentations on flexography, anilox inking systems, letterpress-to-offset conversions, new offset press installations, and developments in press technologies overseas.

But permeating most presentations were flexography and its reported advantages: reduced newsprint waste, virtual elimination of ink rub-off and misting, reduced show-through, sharp reproduction, reduced power consumption, lower noise levels, lighter and less expensive presses, use of environmentally attractive water-based inks, and reduced maintenance and manpower (**presstime**, July 1984, p. 41).

The mood of the symposium was set Oct. 29, the day before it opened, when The Providence Journal Co. signed an agreement with Windmoeller & Hoelscher Corp. for an 18-unit flexographic press line that the newspaper will install in a new satellite printing facility.

That mood was enhanced when Paul J. Koessler, president of the commercial printing firm Greater Buffalo Press Inc., announced that the comic-strip printer was adding two additional flexographic press lines to the one that has been used for the past three years.

Although many of the technical problems that flexography faced just months ago have, in large measure, been resolved, problems associated with handling, storing, controlling and delivering water-based inks to the press continue to be major concerns.

Numbers do the talking. Many of the symposium speakers underscored their assertions on the pros and cons of respective press options with statistical data. A noteworthy example involved a comparison of the capital intensity of the three press technologies—offset, letterpress and flexography.

Louis J. Franconeri, vice president/operations for The Baltimore Sun, and ANPA researchers used for comparison purposes a hypothetical 230,000-circulation daily printing an 80-page product on a nine-unit press with five halfdecks and a 3:2 folder.

The combined cost figures, excluding any variations in labor costs and power consumption, revealed that offset was the most expensive way to produce the hypothetical newspaper. Letterpress was .79 percent less costly and flexography 1.26 percent. (See chart below.)

"Depending on your newspaper, your collective bargaining agreements, your labor environment," said Franconeri, "it is conceivable that flexo could come in at as much as 1 percent to 10 percent less than offset."

Newspapers, press manufacturers and materials suppliers have spent $30-40 million for research and development on flexographic printing, according to Thomas Might, vice president/operations for The Washington Post Co.

In a subjective analysis of 17 facets of printing quality, Might rated the differences between the three printing technologies on a scale of 1 to 5, with 5 being best. The list included show-through, set off, rub-off and ink density, among other characteristics. His overall evaluation had letterpress rated at 2.6, offset at 3.8 and flexography at 4.6. Flexography also garnered eight scores of 5.

"Flexo is not perfected yet," he said, "but how can a process with so many '5s' in the individual quality events not succeed overall."

Concerns alleviated, somewhat. Might, who said he once was skeptical of applying flexography to newspaper printing, also addressed many of the problems with flexography that had been at the root of his skepticism.

"I had all of these items on the intensive care list last year," he said. "Today we take them for granted."

For example:

- *The wear and life of the anilox inking roller.* Greater Buffalo's Koessler pointed out: "We could get no more than 10 to 20 million impressions off (the first) anilox roll we installed. Now we have laser-engraved ceramic rolls. And on the first roll we've put into the press, we've run over 80 million impressions, and we see no apparent wear."
- *The time it takes to deal with damaged anilox roller.* According to Might, the anilox rollers in the flexographic units to be installed at the Post by the end of next month can be replaced in 20 to 25 minutes—less than the time it takes to undo "a bad folder jam."
- *Inconsistencies in the manufacture of anilox rollers.* Might reported that the screen rulings—the number of ink-holding cells per inch—are becoming more standardized, in the range of 300 to 400 lines per inch, as are the depths of the cells. "With current ink strengths," he said, "this range will provide (reflective) density options from .95 to 1.15," or as black as any high-contrast newspaper printed today.
- *The wear of "doctor blades."* These devices, which wipe the excess ink from the anilox roller and control the amount of ink being delivered to the plate, were

Producing a hypothetical 230,000-circulation, 80-page daily

	Labor efficiency		Materials costs for one edition			
	Running press	Maintenance	Plates	Newsprint	Black Ink	Total
Offset	100%	110%	$ 83	$50,997	$1,214	$52,294
Letterpress	(100% base)	(100% base)	$245	$50,310	$1,079	$51,634
Flexography	10-20% less	N/A	$230	$49,592	$2,058	$51,880

Prepared by Louis J. Franconeri, vice president/operations, The Baltimore Sun.

Yuchi Okomura, executive managing director of TKS Ltd., points out ANPAPRESS™ unit to Oka (right) and Rinehart.

plagued early on with premature wear problems. But Might reported that the current crop of steel blades have a life expectancy of two to three weeks and are inexpensive to replace.

- *Less-than-optimum plate performance.* Improvements include laboratory-produced screen rulings of up to 120 lines per inch. And plate durability was reported as having attained about 1.5-million impressions.
- *Difficulty in cleaning the inking system.* Jerry S. DeHimer, director of production for the Providence Journal-Bulletin, said his press crews now simply "press a button" to clean the units. The cleaning process consumes merely two gallons of water and takes about 20 seconds.
- *Ink set-off on the second impression cylinder.* The problem was due to slow-drying inks, but DeHimer said ink manufacturers have been able to speed the drying of water-based inks without creating premature drying problems.

After DeHimer and Koessler, flexography's next-strongest endorsement came from Ralph S. Roth, vice president/production of Knight-Ridder Newspapers Inc.

That company currently is the only one to have two different flexographic installations: two units and a halfdeck produced by Kidder-Stacy Co. and installed at the Long Beach (Calif.) Press-Telegram, and two units and a halfdeck by M.A.N.-Roland USA Inc. installed at The Miami Herald. At both installations, Knight-Ridder is seeking to determine the feasibility of producing process color in the page one position.

At Long Beach, he said, "flexo quality is better than (the paper's) letterpress quality. We think we've now proven you can print beautiful process color with flexographic printing."

The flexo units at Long Beach have become the "top press" there, Roth reported. Additionally, he said, "web breaks caused by the units are just about nonexistent."

Besides concerns about water-based inks, the only significant caveats about flexography expressed at the symposium concerned the interplay between plates and inks, and clearances between components of the anilox inking system.

As for the former, a solution appears near. The speakers said that some of the solvents used to alter the inks caused the plates to swell, but most ink and plate suppliers appear to have the problem under control.

Improvements also were noted with regard to the problem of clearances, but the Post's Might said it "is still one of those items on my critical list."

Global developments. While it was evident at the symposium that the bulk of research time and money in North America is being directed at flexography, that is not the case overseas.

Some newspapers have discovered that it is feasible to replace the complicated ink trains of existing offset and letterpress units with ANPA-developed anilox inking systems similar to the direct anilox systems of flexography. The principal difference is that the retrofit anilox systems employ two form rollers to deliver the ink to the plate.

The papers, therefore, gain some of the benefits of flexography without having to incur the huge expense of replacing whole units or buying new press lines.

"We shall totally convert (102 letterpress units) to indirect anilox over the next two to three years," said Thomas H. Garrud, technical director of Harmsworth Publishing Ltd., London. "Further, I envisage at least (141) press units from other national newspapers in the U.K. to convert. . . ."

Garrud said European newspapers are looking more closely at the possibility of using anilox inking systems on letterpress presses with water-based inks.

That view is also well-entrenched in Japan. Hisao Oka, executive managing director of the Yomiuri Shimbun, pointed out that 76 percent of the approximately 1,300 press units printing Japanese newspapers are letterpress, and all are candidates for conversion. Oka said the Yomiuri Shimbun will be converting all of its 160 press units to anilox inking systems by 1986.

Although research and development in anilox offset printing is not at the same level of intensity as flexography and anilox letterpress, some newspapers are still pursuing the technology.

Garrud said experiments using anilox offset presses are being conducted in Frankenthal, West Germany. And George E. Botsko, production director of the Burlington County (N.J.) Times, said the ANPA experiments with anilox offset conducted at his paper were proving the technology to be cost effective.

Based on estimated costs of $2.6 million to convert a letterpress press line to offset and another $500,000 to install anilox inking systems, Botsko said it would cost about $3.1 million to convert a nine-unit letterpress press to anilox offset.

Despite the stream of endorsements, Knight-Ridder's Roth pointed out that flexography is still short—albeit just barely—of being on the same plane as existing newspaper printing processes.

"If I had to order a press today," he said, "it would still be offset. However, insofar as possible, we are postponing decisions.

"I feel we are much, much closer to the time when that decision might be different," he continued. "I think we're going to be prepared to give that answer in less than six months." —*Paul Kruglinski*

REGISTRATION!

WORLDWIDE SUPPLIER • TO THE • NEWSPAPER INDUSTRY

KP/BEACH

We have a wide variety of Saddles, Shims and Locks... Magnetic Saddles and Shims, Cylinder Mounted Lock-up Systems, Tension Lok and many others!

For More Information, give us a call!
1-800-348-5070

Metro winners announced

First-, second- and third-place winners have been selected in the 23rd semiannual Goss Metro Users Printing Quality Contest conducted by ANPA.

In the order of finish, they are:

- **Overall:** The St. Petersburg Times and Evening Independent; the Statesman-Journal of Salem, Ore.; and The Columbian of Vancouver, Wash., and The Orlando (Fla.) Sentinel, which tied for third place.
- **Black and white:** The Columbian, the Statesman-Journal, and the St. Petersburg Times and Evening Independent.
- **Spot color:** The Orlando Sentinel, the Statesman-Journal, and the St. Petersburg Times and Evening Independent.
- **Process color:** The St. Petersburg Times and Evening Independent, The Orlando Sentinel, and the Statesman-Journal.

ANPA's technical research staff and newspaper production personnel judged the 13 Metro users that entered the contest. ☐

TECHNOLOGY NOTES

- Indianapolis-based Koenig & Bauer/Egenolf Inc., a press assembly and marketing agent for Koenig & Bauer AG of West Germany, has signed an agreement with two newspaper firms for offset press installations.

The Herald-Telephone in Bloomington, Ind., and Paddock Publications Inc.—publisher of The Daily Herald in Arlington Heights, Ill.—will be the **first to use Koenig & Bauer newspaper presses** in the Western Hemisphere.

- The French Government is seeking a firm to take over the Printing Division of **financially troubled Creusot-Loire**.

According to some sources, Rockwell International Corp. (Goss) is in the final stage of negotiations to purchase the printing division.

Although the large European manufacturing firm is now in bankruptcy, the printing division has been called a "viable operation" and recently made a large sale to The Hindu of Madras, India.

- M.A.N.-Roland USA Inc., a press manufacturer, has created a new division that will **supply spare parts for newspapers** with Wood, Hoe and Scott presses.

- Motter Printing Press Co., the parent organization of Kidder-Stacy Co., has **reorganized its flexography program.**

Motter has moved the research and development, manufacturing, and testing facilities of Kidder-Stacy's newspaper flexography program to York, Pa., according to a company spokesman.

- PacePack Corp., a maker of distribution equipment, announced it has signed a preliminary **partnership agreement** with Engineering Works Wifag of Bern, Switzerland.

Under the agreement, PacePack will market the Swiss company's line of single- and double-width offset, rotogravure and letterpress presses in North America.

- The New York Times next spring will begin printing its **national edition** at a sixth site—the Lorain (Ohio) Journal.

The initial press run will be 25,000 copies for the weekday edition and 50,000 for the Sunday edition.

- Eastman Kodak Co. recently announced the formation of a new **computer-disk manufacturing division**, Electronic Media Manufacturing.

TECHNOLOGY CALENDAR

- The **ANPA Operations Management Conference & Exposition Arrangements Committee** will meet Jan. 10-11 at The Rivergate and the New Orleans Convention Center.

- The **ANPA Technical Committee** will meet Jan. 15-16 at The Newspaper Center in Reston.

- The Computer Technologies Department of Printing Industries of America Inc. will hold its first annual **Computer Technologies for the Graphic Arts Conference** Feb. 5-6 at the Fairmont Hotel in New Orleans.

- **Print 85,** the biennial graphic arts show, will be April 13-20 at McCormick Place in Chicago.

- The **57th Annual ANPA Operations Management Conference & Exposition** will be June 8-12 in New Orleans.

- **Type-X '85** will be Aug. 17-19 at the Washington Hilton in Washington, D.C.

Equipment for sale

NAPP plate processing equipment: one News Printer II exposure unit, with an hourly capacity of 60 single plates, $600; one Comet drying unit, which processes 60 plates per hour, $2,000; one Twin Star drying unit, which produces up to 30 single plates per hour, $250. The equipment and spare parts are to be sold as is, where is. All was still in use as of August 1984 and is operable. Contact James P. Quinn, vice president/production, The Home News, 123 How Lane, New Brunswick, N.J. 08903; (201) 246-5642.

Itek copy-processing systems: two complete 730 systems, each with dual 50MB disk drives. Spare parts include another drive. Forty-two model 51 terminals and two Graphic Display terminals. Available mid-1985. For information and complete inventory list, contact Lee Gagle, The Toledo Blade Co., 541 Superior St., Toledo, Ohio 43660; (419) 245-6219.

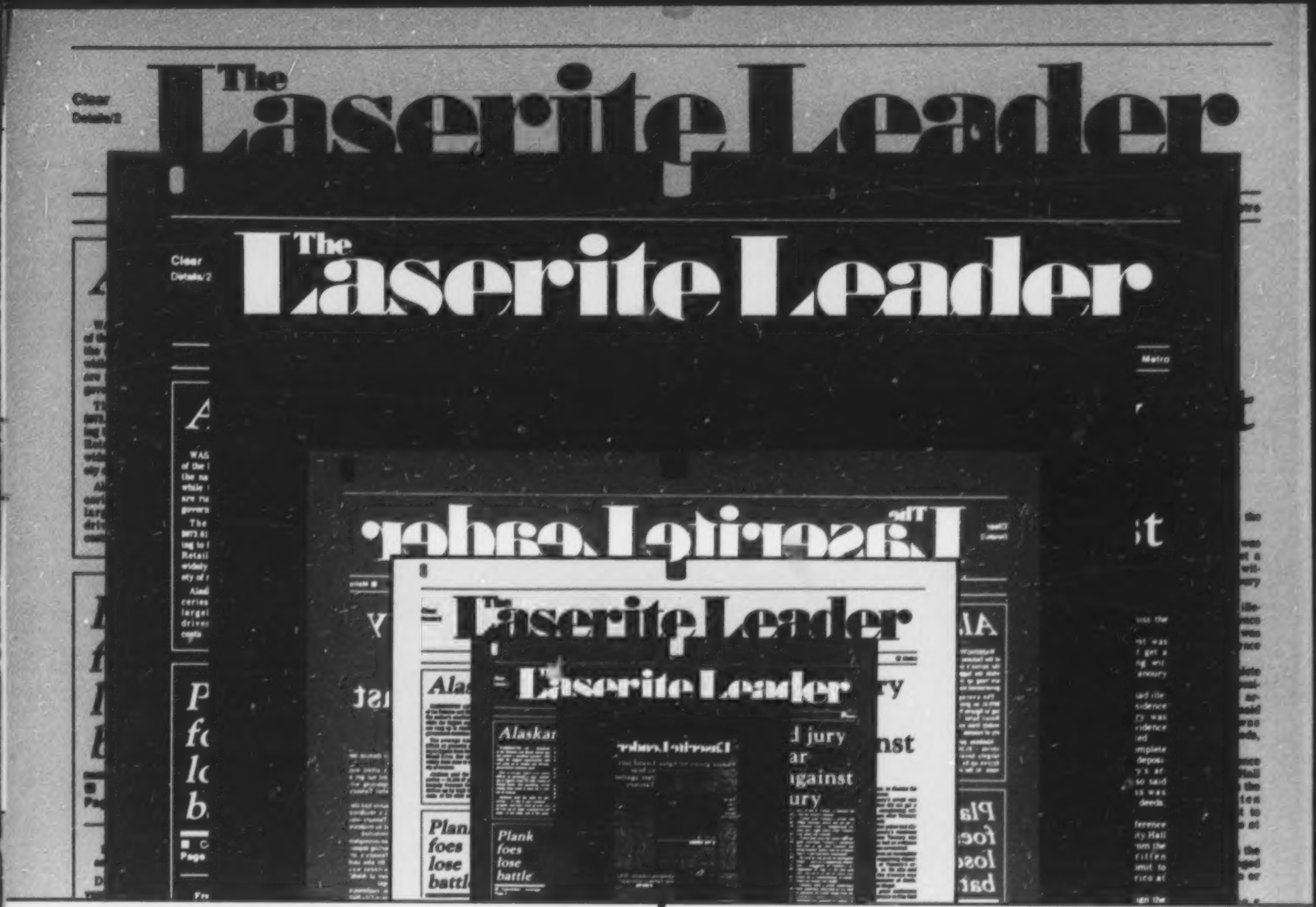
Complete news channel equipment setup; all audio and character-generated equipment necessary. Texscan MSI flexicaster with remote keyboard and spares. Will provide extended factory warranty and training on flexicaster. Great condition; make an offer. Contact Dan Dwelle, Athens Daily Review, P.O. Box 32, Athens, Texas 75751; (214) 675-5626.

Equipment wanted

The year-old Department of Mass Communication at the University of Maiduguri in Nigeria needs television, radio and photojournalism equipment and a printing press. Contact Dr. Callix Udofia, senior lecturer/chairman, Department of Mass Communication, University of Maiduguri, P.M.B. 1069, Maiduguri, Nigeria.

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. For further information, contact George Beebe, vice chairman, projects, WPFC, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.



Computer–to–plate. By Laserite.® Now from Gerber.

Feed the Laserite anything: paste-up, proof, tear-sheet, camera-ready or digitized electronic text, pictures and line art.

Manual or automatic media handling; single plates or double-wide plates to 34" × 41".

EOCOM,® the pioneer in laser facsimile and direct computer imaging, is now part of The Gerber Scientific Instrument Company.

Gerber, a pioneer in its own right in graphic arts technology, adds the Laserite systems as a logical expansion of its involvement in electronic publishing.

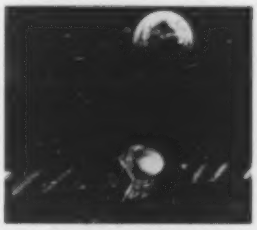
Proven software, proven hardware. Gerber graphic arts products, like Laserite and the AutoPrep System, are in daily production, meeting demanding deadlines and improving productivity. The Laserite uses industry-standard output media, readily available from multiple sources.

Digitized data + camera-ready art = finished product in one pass. Our patented Coincident Imaging process takes text, digitized pictures and line art from your front-end pagination system and combines them with camera-ready material to give you finished products on film, plates, paper or proofs.

Laserite speed, Gerber strength. Behind the Laserite is what Gerber puts behind all its products: local support, knowledgeable people in both sales and service, and the Gerber commitment to you and your future. Give us a call.

GSI The Gerber Scientific Instrument Company
83 Gerber Road West, South Windsor, CT 06074 (203) 644-1551

Production-oriented, user-friendly software is field-proven, including options like imposition page rotation for direct output.



Laserite can combine local and long-distance facsimile transmission via satellite, coaxial cable, fiber-optics or microwave.

Times Mirror agrees to sell cable system

The Times Mirror Co. agreed to sell one of its cable-TV systems in Connecticut to settle a cross-ownership dispute with the state's Department of Public Utility Control.

The dispute dates to 1980 when the department ruled there is "inherently harm to the public interest in cross-ownership" and ordered Times Mirror to divest either The Hartford Courant or its cable systems in Hartford and Meriden.

Although Times Mirror had won an appeal of the ruling in Connecticut Superior Court, the state's Supreme Court reversed that decision last March and sent the case back to the trial court [**presstime**, July 1984, p. 57].

Under the settlement, announced Nov. 15 by Connecticut Attorney General Joseph I. Lieberman, Times Mirror will sell its Hartford cable system by Sept. 4, 1987.

It will retain the Meriden system, subject to restrictions on joint advertising rates, editorial control and access by the Courant to the system.

Times Mirror owns about 60 U.S. cable systems.

The settlement announcement came two weeks after enactment of a new cable regulatory law that prohibits states and franchising authorities from imposing restrictions on newspaper/cable cross-ownership [**presstime**, Nov. 1984, p. 32]. What impact that law would have had on the Connecticut situation, although now apparently a moot question, is a matter of some disagreement.

Times Mirror agreed with some observers that the new law nullified the DPUC divestiture ruling, according to Philip E. Kucera, associate general counsel for the company. Asked why Times Mirror decided not to continue its challenge of the ruling, he declined further comment.

Attorney General Lieberman said he believes the new law "substantially weakened" Connecticut's case against Times Mirror.

On the other hand, five Connecticut newspaper companies that had opposed Times Mirror in the case maintain that the new law would have had no affect on the DPUC ruling. Nonetheless, they were pleased with the settlement. "It's a good compromise for everyone concerned," said Carter H. White, president and publisher of the Record-Journal in Meriden. ☐

Gannett plans electronic service

Gannett Co. Inc. Nov. 16 announced it will launch an electronic information service in December.

The service, "USA Today Update," initially will consist of "hotlines" updated hourly on news, money, weather and informational events, as well as features on business topics. Information for the service will come from Gannett's national newspaper, USA Today, its other newspapers and its broadcast stations.

In a significant difference from the electronic services of two other major newspaper companies, Knight-Ridder Newspapers Inc. and The Times Mirror Co., the Gannett service does not require a special terminal. According to the company, the information will be provided through personal computers, electronic mail and office automation systems.

Gannett will not offer the service directly to consumers, but will provide it to companies that will sell it to consumers. The names of those companies have not been announced.

Staff and budget figures for the venture have not yet been determined, according to an official of Gannett News Media Services.

Development of the service follows two years of study [**presstime**, June 1984, p. 20]. ☐

TELECOMMUNICATIONS NOTES

- Datatek, a subsidiary of the Oklahoma Publishing Co., will use the Associated Press' SATPAC, a two-way satellite transmission service, for its **electronic newspaper library network.** VU/TEXT, the Knight-Ridder subsidiary that offers a similar newspaper library service, also uses SATPAC.

- Viewers **remember news stories** they read off the TV screen better than those they hear read by TV newscasters, according to a study by researchers at the University of Florida.

  The study also found that graphics accompanying a story presented in "cabletext" format or read by a newscaster helped viewers remember the topic of the story, but not its details. However, lines of text crawling across the bottom of the screen adversely affected the retention of stories in both formats.

- More newspapers than the 12 earlier announced will participate in a **test of AD/SAT**, a private venture by which advertising copy will be delivered to newspapers via satellite, according to N. S. "Buddy" Hayden, consultant for the firm that is developing the service, Robert Wold Co. Hayden said the additional newspapers will be identified next month.

  Meanwhile, the AD/SAT project is proceeding, with the six-month test planned to begin in 1985, he said.

  A commercial satellite ad-delivery service could begin in early 1986, project officials said [**presstime**, July 1984, p. 57].

- A subsidiary of the Courier-Journal and Louisville Times Co. will introduce a **public-access videotex** system Dec. 6 in Louisville with eight "MetroGuide" terminals in hotels, visitors' information locations and an arts center. It hopes to have as many as 50 terminals in place by summer 1985.

- Citicorp, J.C. Penney Co. and RCA Corp. have formed a "study team" to explore **opportunities in videotex.** J.C. Penney last year bought an experimental videotex system and said it might expand the service nationwide [**presstime**, April 1983, p. 15]

- The Dallas Morning News Nov. 1 **discontinued its cable-TV programming efforts.** It had been providing round-the-clock programming, primarily in text format, on a channel available over three cable systems.

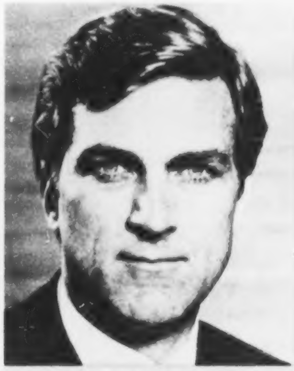
  "The advertising revenue potential didn't look enormous to us," said Carolyn E. Fessler, manager of Electronic Information Services.

- Cox Enterprise Inc. is **expanding its cable services.** The Atlanta Journal-Constitution Video Edition was scheduled to begin Nov. 26.

  Initially, programming will consist of a call-in talk show, program-length advertisements, and a 30-minute news program repeated twice, all appearing between 9 and 11 p.m. daily. Other Cox newspapers are operating similar services [**presstime**, March 1984, p. 35].

- Knight-Ridder Newspapers Inc. **sold its interest in cellular radio** applications in eight markets [**presstime**, Dec. 1982, p. 15]. The company said it changed its mind about cellular radio when the Federal Communications Commission decided to award licenses by lottery instead of on the merits of applications.

Speeches


James Hoge

Barbara P. Semonche

Luis G. Nogales

Floyd Abrams

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

The Realities of Change

James Hoge, publisher, New York Daily News; R. Gordon McGovern, president and chief executive officer, Campbell Soup Co.; J. Richard Munro, president and chief executive officer, Time Inc.; Mark Shields, syndicated columnist, The Washington Post. Audit Bureau of Circulations annual conference, Toronto, Oct. 30-Nov. 1.

The American People's First Amendment

Jerry W. Friedheim, ANPA executive vice president. The Daily Herald 100th anniversary observance, Biloxi, Miss., Oct. 25.

Blueprints for Smaller Newspapers

Barbara P. Semonche, chief librarian, Durham (N.C.) Morning Herald and The Durham Sun. National Newspaper Association annual conference, Reno, Sept. 28.

What Has Been Happening at UPI?

Luis G. Nogales, UPI president and chief operating officer. New England Society of Newspaper Editors annual convention, Portland, Maine, Oct. 20.

Restrictions on Americans' Right to Import and Export Information

Floyd Abrams, attorney, Cahill, Gordon & Reindel, New York. American Civil Liberties Union Free Trade in Ideas conference, Washington, D.C., Sept. 18.

Enforcing the Securities Law Does Not Imply Hostility to the Press

John M. Fedders, director, Division of Enforcement, Securities and Exchange Commission. American University School of Communication and the National Center for Business and Economic Communication seminar, Washington, D.C., Oct. 22.

The Need for a Coherent National Telecommunications Policy

John R. Gaulding, vice president/corporate strategy, Pacific Telesis Group, San Francisco. ANPA Telecommunications Committee meeting, Washington, D.C., Oct. 3.

From the Institute of Newspaper Controllers and Finance Officers annual convention, Vancouver, British Columbia, Oct. 14-17:

The Audit Bureau of Circulations from a Publisher's Viewpoint

E. H. Wheatley, publisher, Vancouver Sun, and president, Pacific Press Ltd.

Concerns about ABC

Marvin S. Clements Jr., vice president and circulation director, Jackson Newspapers, New Haven, Conn.

ABC and the Newspaper Controller

George T. Gleason, controller, The Tampa Tribune

ABC and the Newspaper Audit

Richard W. Deneen, vice president/auditing services, ABC, Schaumburg, Ill.

Strategic Thinking about the Future

Christine D. Urban, president, Urban & Associates, Sharon, Mass.

Credit Investigation

James Ralph, vice president, ANPA Credit Bureau Inc., Reston, Va.

Findings from the Excellent Companies

William F. Meehan, principal, McKinsey & Co. Inc., San Francisco

ZIP-code audits debated

Whether the Audit Bureau of Circulations should impose mandatory ZIP-code audits was a key issue of discussion at the annual ABC Conference Oct. 30-Nov. 1 in Toronto. No firm decisions were made.

Advertiser members of the bureau and some newspaper members favor mandatory reports. But other newspapers staunchly oppose ZIP code audits, saying they would give competitors an open door to engage in cream-skimming efforts in areas of low newspaper penetration.

Although the ABC Board of Directors voted in November 1982 that ZIP-code reporting will be mandatory in three years, no specific date has been set for implementation, and the debate rages on.

Options under discussion for handling ZIP-code reporting are:

- Make it mandatory and publish the data despite complaints from newspapers, or provide the data to publishers who then would decide whether to release it to advertisers.
- Make it mandatory only when a newspaper provides unaudited ZIP-code data to an advertiser.
- Make it optional and allow newspapers to provide unaudited data to advertisers.
- Make it mandatory but exempt the few newspapers with a high percentage of single-copy sales because such reporting would hold little meaning for their circulation.
- Make it mandatory but exempt those newspapers that (1) publicly state they do not market by ZIP code and (2) do not give out unaudited ZIP-code data.
- Eliminate it entirely.

The ANPA/Newspaper Advertising Bureau-ABC Liaison Committee continues to examine these options.

It is expected that the topic will be debated further at the NAB Board of Directors meeting in January and at the ANPA Board of Directors meetings this month and in February.

In other business at the conference, which marked the 70th anniversary of the bureau [**presstime**, Nov. 1984, p. 12], the two ANPA- and NAB-endorsed candidates for newspaper-director vacancies on the ABC board were elected. James M. Moroney Jr., president and chief executive officer of A.H. Belo Corp., will represent newspapers in the Central Time Zone, and R. David Threshie, publisher of The Register, Santa Ana, Calif., will represent publishers in the Mountain and Pacific Time Zones.

Moroney is a member of the ANPA and NAB boards of directors; Threshie is an NAB director. They were two of 15 board members elected or re-elected.

Thomas B. Sherrill, vice president/marketing of The Columbus Dispatch and Citizen-Journal, was re-elected to represent daily newspapers in the Eastern Time Zone.

Also, Grover J. Friend, president of Calkins Newspapers, Levittown, Pa., was named a vice chairman of the board, and Lloyd M. Hodgkinson, group vice president, magazine divisions, of Maclean Hunter Limited, Toronto, was elected treasurer. ☐

Carrier-safety tips evolve into plan for all kids

Safety tips originally prepared for carriers by The Arizona Republic and The Phoenix Gazette have been expanded into a program to cover all children.

After the assault and murder of a 13-year-old carrier last May, the company compiled a list of safety tips in conjunction with local police and mailed copies to carriers' parents [**presstime**, Sept. 1984, p. 7]. From that base evolved the new "Kids in Control" kit, developed by the company. It includes a five-minute music video, a discussion guide and other material that presents three potentially dangerous situations through dance.

Educational Services Coordinator Laura Atwell said that about 1,200 video cassettes have been distributed free to all elementary and junior high schools in the state. The "Kids in Control" program has been endorsed by the Arizona departments of education and public safety and by the Phoenix Police Department. ☐

Wrist band idea expands

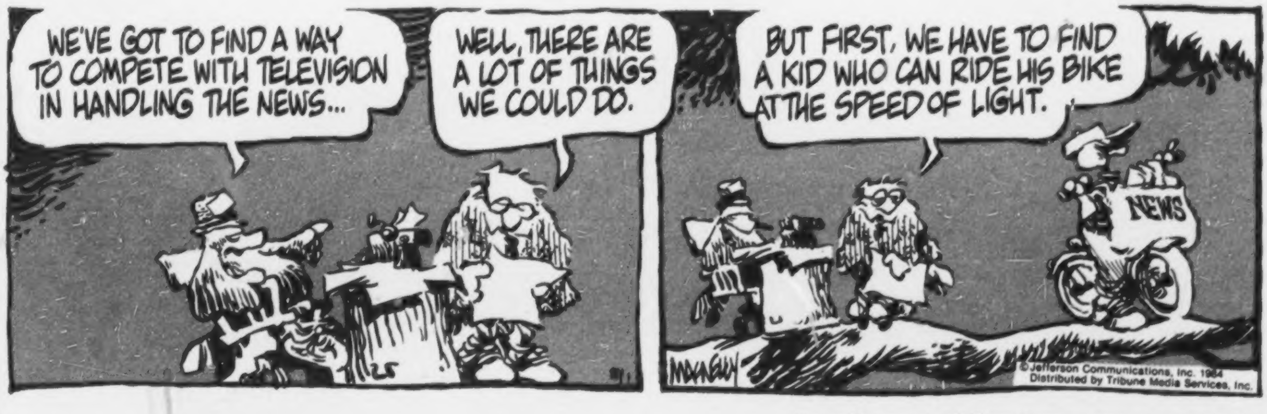
In Mason City, Iowa, newspaper carriers for the Globe-Gazette glow in the dark.

The shine comes courtesy of a carrier safety program and results from use of highly reflective wrist bands.

What started as a plan to obtain the bands for carriers mushroomed into a campaign led by the Globe-Gazette to raise money to buy the bands for the area's children during Halloween. More than $3,600 was raised to provide about 6,000 bands, a spokeswoman reported. ☐

'Shoe'

By Jeff MacNelly


WE'VE GOT TO FIND A WAY TO COMPETE WITH TELEVISION IN HANDLING THE NEWS...
WELL, THERE ARE A LOT OF THINGS WE COULD DO.
BUT FIRST, WE HAVE TO FIND A KID WHO CAN RIDE HIS BIKE AT THE SPEED OF LIGHT.
NEWS
MACNELLY
© Jefferson Communications, Inc. 1984 Distributed by Tribune Media Services, Inc.

Reprinted by permission of Jefferson Communications Inc., Reston, Virginia

Finally, after all these years...

A SINGLE VEND INSERT THAT FITS INTO YOUR EXISTING 'HONOR BOXES'

No special tools
No rework of existing rack

Now, at last, a steel fabricating company with 110 years of skill and experience has designed the ultimate (and only practical) one-paper vending insert for your present honor boxes.

NewsVendOne™ by Medart, Inc., is a revolutionary new vending insert designed to meet the needs of newspapers and publishers today and into the 21st. century.

The NewsVendOne™ Insert, with its exclusive patented design, is ruggedly constructed of heavy gauge steel, but priced so you can get your investment back in a hurry.

Why continue to sell all your papers for the price of one? Install the quick loading, easy-to-operate insert... and get in now on the hottest thing to hit the newspaper industry since Watergate.

- Takes papers up to 3" thick.
- No complicated adjustments to suit newspaper thickness.
- Installs in under 10 minutes.
- Nutdriver and wrench only tools needed.
- Dispenses papers one at a time...every time.
- Eliminates pilferage and stolen papers.
- Easy, foolproof operation...not affected by rain or snow.
- Completely mechanical...no batteries, electrical components, other complex elements.
- Key operated, easy bulk loading...anyone can do it.
- Holds 22" of papers.
- Fits most models including stackers.
- Priced right to pay for itself in a very few months.

PULL
newsvendone
one newspaper at a time...every time

newsvendone™

A division of Medart, Inc. Since 1873

Copyrights, 1983 and 1984, by NewsVendOne, Inc. All rights reserved.
Patents pending in U.S. Patent Office. NewsVendOne is a trademark of NewsVendOne, Inc.

For more information,
call Curtis Bowie, President,
NewsVendOne™, Inc., (601) 453-2506,
or write him at Box 658, Greenwood,
Mississippi 38930.

ITU leaders urge locals to stay within the fold

Two mailer locals of the International Typographical Union and a unit of a printers' local have jumped the gun in their efforts to affiliate with the International Brotherhood of Teamsters and in so doing have shaken the ITU.

The splinter action has ITU leaders—both those who favor affiliation with the Teamsters and those who want merger with the Graphic Communications International Union—urging solidarity, if not forever at least for the next couple of months until formal merger procedures can run their course.

AFL-CIO News

McMichen (left) and Brown (right) meet with AFL-CIO Secretary-Treasurer Thomas R. Donahue at the federation's headquarters in Washington to discuss merger.

The five-member ITU executive council has taken the unusual step of placing the affairs of one of the rebellious locals under trusteeship, and international president Robert S. McMichen has warned that such breakaway actions could "tear this union apart."

Members of Cleveland Mailers Union No. 12, Columbus (Ohio) Mailers Union No. 103 and The Plain Dealer unit of Cleveland Typographical Union No. 53 have filed election petitions with the National Labor Relations Board to decertify the ITU as their bargaining representative.

At the same time, Cleveland Teamsters Local 473 filed petitions to represent the workers. The IBT Newspaper Drivers' Division is based in Cleveland.

The NLRB has scheduled elections Dec. 3-4 in Cleveland and Dec. 10 in Columbus in which ITU members will vote either to retain their local affiliation or to join the Teamsters.

As a result of the action by the Cleveland mailers' local, the executive council has named an international representative as trustee to administer its affairs. It is the first time since 1960 that an ITU local has been placed under a trusteeship. Sanctions were not imposed on the other two locals because the local officers oppose the decertification petitions.

Several other local unions have threatened to withhold dues from the international unless a membership referendum on the merger question is conducted before Dec. 17. That is a shorter period than the 90 days the September ITU convention gave McMichen to develop a merger agreement with the GCIU or another AFL-CIO-affiliated union.

If a merger agreement is not reached by Jan. 6, the ITU membership will vote on a proposal to merge with the Teamsters union, which is not in the AFL-CIO [presstime, Nov. 1984, p. 50].

The ITU executive council has warned local unions that failure to pay international dues subjects them and their members to a broad range of penalties under the ITU constitution, including ineligibility to vote on any merger document.

ITU Vice President Allan J. Heritage, who openly favors affiliation with the Teamsters, has urged locals to remain within the union. "Leaving the ITU at this point is abandoning your own best interests," he said in a recent message to members.

Secretary-Treasurer Thomas W. Kopeck also has urged members not to break away from the ITU and seek a merger partner on their own.

Social Security reminder

The maximum Social Security tax paid by both employees and employers will rise to $2,791.80 in 1985 from the current maximum of $2,532.60 for employees and $2,646 for employers.

Effective Jan. 1, the wage base subject to F.I.C.A. tax will expand from $37,800 to $39,600.

The tax rate will rise to 7.05 for employees and employers alike from the current rate of 6.7 percent for employees and 7 percent for employers.

According to ANPA Manager/Labor Relations Charles Cole, ITU members who favor a merger with the Teamsters "would much prefer that all ITU locals remain in good standing to preserve their right to vote against any merger proposal received from an AFL-CIO international union."

The ITU has 493 local unions, 85 of them mailer locals.

At a recent "Heartland" typographical/mailer conference in Kansas City, Mo., delegates from Nebraska, Iowa, Missouri and Kansas unanimously adopted a resolution urging "in the strongest terms possible that the ITU membership should stay together as a group with whatever merger partner the majority of the membership decides on."

Meanwhile, McMichen has been meeting in Washington, D.C., with GCIU President Kenneth J. Brown. Neither would comment on the progress made in the merger talks, but ITU Vice President William J. Boarman said they are "going very well."

In the ITU Review, distributed from the president's office, McMichen said, "Ken Brown clearly wants the GCIU and ITU to get together. I see this working out, no question."

While all this occurs, the Teamsters' merger proposal remains on the table. "We're in a holding pattern," said IBT Research Director Mary Ann Keefee.

—Clark Newsom

NLRB judge rules for union in decade-old dispute

A 10-year-old NLRB case involving The Daily Advance of Dover-Roxbury, N.J., and Newark Mailers Union No. 11 is still being litigated.

In the latest development, an administrative law judge recommended that the labor board adhere to its 1981 decision ordering the newspaper to bargain with the union over an initial labor agreement covering circulation department employees.

The company had appealed the board's order to the U.S. Court of Appeals, District of Columbia Circuit, which remanded the case to the board. The court held there was a question of whether the parties had agreed orally at a 1974 pre-election conference to exclude motor route carriers from the bargaining unit.

If the oral agreement existed, as contended by the company, the motor route carriers' ballots should not have been counted in the election. They were tallied, however, and swung the vote in favor of the union.

The court concluded that the NLRB had erred in failing to issue a subpoena to require the testimony of the board agent who had conducted the conference [**presstime**, June 1983, p. 31].

Thereafter, the board designated Administrative Law Judge Julius Cohn to conduct a hearing for the purpose of taking evidence in accordance with the court's remand.

Cohn found the company had not "established" its contention. The board agent at the 1974 conference testified before Cohn that his recollection of what had occurred 10 years ago was "very hazy." The agent's notes had been destroyed during the passage of time, according to Cohn's findings.

Cohn said an agreement with respect to voter eligibility must be in writing and signed by the parties. There is an exception, he noted, and that is if both parties acknowledge an oral agreement. The union did not acknowledge there had been an oral agreement.

(Drukker Communications Inc. and Newark Mailers' Union No. 11, JD-[NY]-130-84) ☐

Ohio newspaper upheld again in election case

An administrative law judge has recommended for the second time that the NLRB dismiss an unfair-labor-practice complaint against The Tribune Chronicle of Warren, Ohio.

The complaint was based on charges filed by Local 721 of the International Union of Electrical, Radio and Machine Workers after it lost by a vote of 119-97 a 1981 representation election conducted by the NLRB.

The union charged, among other things, that before the election the company unlawfully threatened employees with loss of benefits if they voted for the union.

Judge James J. O'Meara Jr. ruled Dec. 30, 1983, that alleged statements by supervisors to employees were taken out of context or made to appear as positive statements "when such was not the fact" [**presstime**, March 1984, p. 47].

However, the board remanded the case to O'Meara for further findings of facts and credibility resolutions related to the union's objections to the company's conduct.

In his latest ruling, O'Meara again concluded that "isolated instances of dialogue" between employees and supervisors occurring "in the course of a vigorous management versus union campaign" did not violate the Taft-Hartley Act.

(The Tribune Co. and International Union of Electrical, Radio and Machine Workers, JD-413-84) ☐

Guild resignation provision found unlawful

The Newspaper Guild cannot prohibit resignations or lawfully fine members who resign from the union and return to work during the course of a strike, the NLRB has ruled.

In so doing, the board sustained an administrative law judge's 1981 decision in a case involving The New York Times [**presstime**, July 1981, p. 53]. The Times case closely parallels a recent decision involving the New York Daily News [**presstime**, Nov. 1984, p. 51].

At issue was a provision in the union's constitution that prohibits resignations during a strike "or at a time when a strike or lockout appears imminent."

Earlier this year, before issuing its decisions in the New York City newspaper cases, the board held in a non-newspaper case that any restrictions placed by a union on its members' right to resign are unlawful under the Taft-Hartley Act [**presstime**, Sept. 1984, p. 48].

In The New York Times case, the board also ruled on the question of whether the union had violated the labor law by instituting charges or levying fines against those employees who returned to their jobs before their resignations had been received by the union. On that issue, the NLRB ruled in favor of the union.

(Newspaper Guild of New York, Local 3, and The New York Times Newspaper Division of The New York Times Co., 272 NLRB No. 64) ☐

UPI technicians reject pay-cut contract

Technical workers at United Press International rejected by 22-18 a new labor agreement that included temporary pay cuts and the elimination of 16 of 51 jobs.

UPI spokesman David Wickenden said in mid-November that the United Telegraph Workers representatives and UPI officials were back at the bargaining table.

In a related development, one of the technicians who was to have been laid off filed unfair-labor-practice charges against UPI with the national Labor Relations Board. The union, however, did not support the individual's action. And the NLRB advised the wire service Nov. 12 that it would not issue a complaint and that the charges had been withdrawn.

Members of the Wire Service Guild in September agreed to a wage reduction package similar to the one subsequently rejected by the UTW rank-and-file [**presstime**, Oct. 1984, p. 62]. ☐

Dispute over wages closes San Juan daily

The San Juan (Puerto Rico) Star shut down Oct. 14 when The Newspaper Guild struck over the terms of a new labor agreement. In late November, it was still closed.

The previous agreement with the 38,250-circulation, English-language daily expired Oct. 1. The Guild is the only union at the Scripps-Howard paper and represents employees in all departments.

The key issue in the strike is wages. ☐

Study shows sharp decline in union membership

Organized labor suffered a severe setback during the 1981-82 recession period with membership in the United States dropping below 20 million for the first time since measurement began in 1968, according to a recently released report.

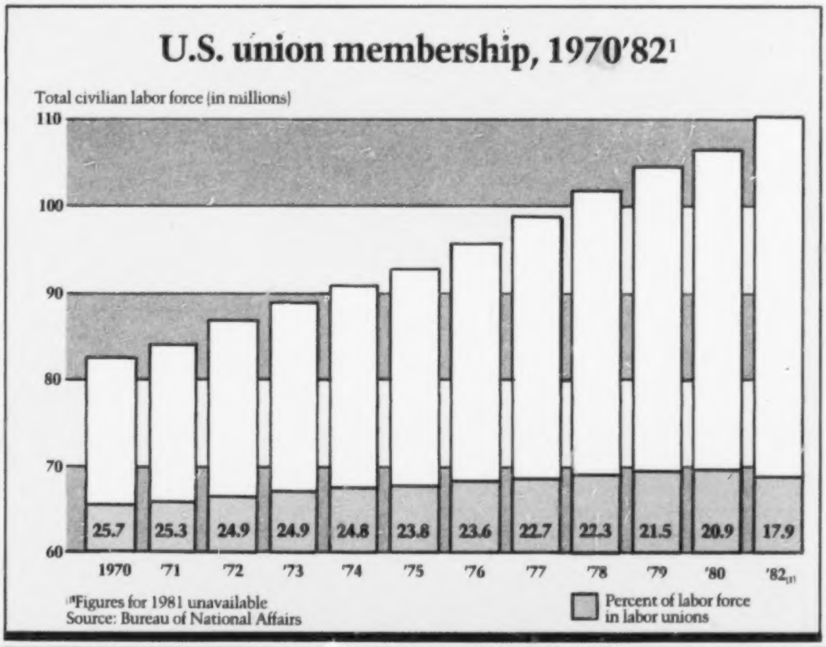
The report, published by the Bureau of National Affairs, a Washington, D.C.-based newsletter and research firm, said U.S. union membership was 19.8 million in 1982, compared with 20.7 in 1968. Membership reached a high of 22.8 million in 1974, the report said.

Membership as a percentage of the civilian work force, which peaked in 1970 at 25.7 percent, dropped to 17.9 percent in 1982, BNA said.

AFL-CIO spokesman Murray Seeger said that rather than comparing membership totals with civilian labor force totals, membership totals should be compared with the total number of workers who are actually eligible to join unions, excluding those such as supervisors who are not eligible. Under this measurement, union membership as a percentage of the work force would be much higher. But "there's no question that the workforce has grown faster than membership," Seeger acknowledged.

In its report, BNA also noted that the concept of membership differs among unions. Some report only active dues-paying members, while others, such as the International Typographical Union, accord membership status to retirees.

The U.S. Department of Labor's Bureau of Labor Statistics no longer compiles data on union membership.



U.S. union membership, 1970'82[1]

[1]Figures for 1981 unavailable
Source: Bureau of National Affairs

Alberto Pacheco

Recent contract settlements

Baltimore Sun, IBT: Three-year agreement covering delivery and garage employees; retroactive to Jan. 1, 1984.

Baltimore Sun, ITU: Three-year agreement covering mailroom employees; retroactive to Jan. 1, 1984.

Boston Globe, independent: Three-year agreement covering all salaried non-production and distribution employees; retroactive to July 1, 1984.

Minneapolis Star and Tribune, IBT: Five-year agreement covering drivers and mechanics; retroactive to July 1, 1984.

(Details in December 1984 ANPA Labor & Personnel Relations Letter.)

Newspaper white-collar labor pacts topic of ANPA study

Most labor agreements covering white-collar employees at newspapers provide for a five-day workweek of less than 40 hours, according to an analysis of 198 contracts by the ANPA Human Resources Department.

The study included 115 agreements with The Newspaper Guild, 41 with other AFL-CIO-affiliated unions and 42 with independent unions.

The breakdown of workweeks in the annual study—"Topical Summary of White Collar Contracts," published Nov. 1—shows 74 with the traditional 40-hour week, three with 38¾ hours, 82 with 37½ hours, three with 36¼ hours and 17 with 35 hours. The 19 others have work arrangements outside the five-day week.

The workweeks vary little from five years ago. In 1979, out of 192 contracts, there were 74 with a five-day, 40-hour week and 80 with a 37½-hour week.

In the editorial area:

- 113 contracts provide that a byline may be used only with the reporter's permission.
- 32 contracts require that the reporter be consulted before a correction or retraction is published pertaining to a story by that person.
- 16 contracts provide that no criticism of an employee's work, such as in a letter to the editor, will be published without first consulting with the employee and offering the employee space for reply in the same edition.
- 13 contracts contain a code of ethics.
- 40 contracts provide that reporters will not act as photographers or vice versa.

In the employment category, 17 contracts require the publisher actively to recruit women and minority groups and/or the hard-core unemployed for jobs. A provision stating that there will be no discrimination in hiring or promotion because of race, color, religion, sex, age or national origin is found in 158 contracts.

In other areas, 106 contracts state that employees may not engage in any outside work or activity that embarrasses the company or exploits the employee's position with the newspaper.

Twenty-six contracts call for a safety committee on video display terminals.

Copies of the report have been distributed to ANPA members on the contract summary mailing list. Other members may obtain one by contacting the department at The Newspaper Center in Reston. ☐

California daily appeals order on new contract

The Sacramento Union is appealing to the NLRB an administrative law judge's recommendation that it be ordered to sign a new labor agreement with Typographical Union No. 46.

Judge William L. Schmidt found that the company's negotiator and the union's bargaining team had reached agreement July 20, 1983, on a new contract. The agreement was ratified Aug. 18, 1983, by the union's membership. The company contends, however, that it properly withdrew its offer Aug. 11 before the ratification vote.

The new agreement would replace one that expired Dec. 31, 1981. Schmidt also recommended that the company be ordered to reimburse employees for any losses caused by the refusal to "execute" a written agreement.

(Sierra Publishing Co. and Central Valley Typographical Union No. 46, JD-[SF]-139-84) ☐

Circulation unit 'clarified'

An NLRB official has "clarified" the circulation department bargaining unit represented by The Newspaper Guild at The Morning News and Evening Journal in Wilmington, Del., by excluding district managers.

Acting on a unit clarification petition filed by the company, Francis W. Hoeber, the acting regional director in Philadelphia, found that the 33 district managers are supervisors of employee carriers and thus ineligible for the unit. "The district managers hire, terminate and direct the work of the carriers," he noted.

Hoeber rejected the union's contention that the carriers are independent contractors. The union has asked the labor board to review the decision.

(News Journal Co. and Newspaper Guild of Greater Philadelphia, Case 4-UC-186) ☐

Suit settled

A lawsuit filed against the owner of the defunct Cleveland Press by 44 former middle-management employees over severance and vacation benefits has been settled out of court.

The amount of the settlement was not officially disclosed, but the Akron (Ohio) Beacon Journal reported it as $369,000 [**presstime**, Nov. 1983, p. 46]. ☐

Arbitrator upholds firing for misappropriating funds

The discharge of a circulation department district manager at the Camden (N.J.) Courier-Post for misappropriating $890 of company funds by falsifying three deposit slips has been sustained by an arbitrator.

Local 628 of the International Brotherhood of Teamsters, the district manager's representative, contended that because she had been charged with a crime, the company had the burden of proving its case "beyond a reasonable doubt."

Arbitrator Louis E. Seltzer disagreed, saying that because the dispute arose under a labor agreement, the rules of law pertaining to the criminal justice system were not applicable. "While a discharge is recognized as the ultimate discipline," he said, "the employer's burden is not the same as that of the criminal prosecutor in a court of law."

The company's case was based in part on the testimony of a forensic document analyst who helped convince the arbitrator that the deposit slips had been altered by the grievant. ☐

Union held not entitled to information

The Olympian of Olympia, Wash., lawfully refused to give a union information on non-bargaining unit employees, an NLRB administrative law judge has ruled.

The case arose from charges filed with the board by Northwest Typographical Union No. 99. At issue was whether the newspaper had violated the Taft-Hartley Act by refusing to give the union the names, addresses, dates of employment, wage rates and fringe benefits provided unrepresented advertising department employees doing paste-up work formerly done by composing room employees represented by the union.

Judge Gerald A. Wacknov ruled that the union had not shown the information was relevant to a "legitimate" union need, and he dismissed the complaint against the company.

(Federated Publications Inc. and Typographical Union No. 99, JD-[SF]-189-84) ☐

Referral case settled

The San Francisco Newspaper Agency and the union representing its mailers have signed a settlement calling for the union to furnish the company with information about its job-referral system.

The company, which handles non-editorial matters for the San Francisco Chronicle and the San Francisco Examiner, had filed charges with the NLRB in an effort to obtain the information from San Francisco-Oakland Mailers Union No. 18 [**presstime**, Sept. 1984, p. 46]. ☐

Additional arbitration awards

Boston Herald, independent: Louis Shuman ruled that the company did not violate the labor agreement by assigning the society editor to take photographs in addition to writing a column.

Cincinnati Enquirer, Guild: Lee Modjeska upheld the right of the newspaper to switch carriers for employee medical and life insurance plans.

Rocky Mountain News, Denver, ITU: William E. Rentfro ruled that funeral leave pay was properly denied an employee in the absence of a formal service.

Johnstown (Pa.) Tribune-Democrat, ITU: Ira F. Jaffe found that the union does not have exclusive jurisdiction over restarting the production computer.

San Francisco Newspaper Agency, GCIU: Gerald R. McKay converted to a 16-month disciplinary suspension the discharge of a pressman for alleged industrial sabotage.

Tacoma (Wash.) News Tribune, Guild: Timothy D.W. Williams sustained the discharge of a dispatch department driver for poor work performance.

Troy (N.Y.) Times Record, ITU: Irving H. Sabghir ruled that the company did not violate the labor agreement by transferring an employee to the pressroom from the composing room.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)

A more conservative NLRB turns labor law in new direction

BY CLAUDIA JAMES

Donald L. Dotson

Robert P. Hunter

Patricia Diaz Dennis

Don A. Zimmerman

During the past year, the National Labor Relations Board has demonstrated a conservative bent by reversing its policy on a number of key labor issues.

The board has eased an employer's obligation to bargain over relocation of work, expanded the instances in which it will defer to arbitration, ceased to issue bargaining orders in the absence of proof of majority status and ruled against unions in a number of union governance issues.

A recent House Education and Labor Subcommittee report found that all of the reversals have favored management, and that the current NLRB is two-thirds more likely to dismiss an unfair labor practice charge against employers as previous boards in the last two administrations, Democratic or Republican.

In large measure, these reversals are a result of the new composition of the board, and the prospect is that the current conservative line-up will be even stronger in the near future.

Chairman Donald L. Dotson and member Robert P. Hunter, both Republicans appointed by Reagan, and Patricia Diaz Dennis, a Democrat, comprise the 3-1 majority in a number of cases. Don A. Zimmerman, a Carter appointee, has been the vociferous dissenter in several of these key cases, but he will leave the board Dec. 16 [**presstime**, Sept. 1984, p. 45]. The fifth and final seat on the board has been vacant since August 1983. Thus, Reagan has two appointments to make and because the NLRB is the only regulatory agency not required to maintain a 3 to 2 party split among its members, Reagan could fill both seats with Republicans.

While the Democratic-controlled House and unions have been highly critical of recent NLRB decisions, management across the country has generally been pleased with the board's policy changes.

The NLRB ruled 3-1 in May that majority support must be demonstrated before it will issue a remedial bargaining order (*Gourmet Foods Inc. and Warehouse Employees of St. Paul, Minn., Local Union No. 503, IBT*). It found that the employer had committed numerous unfair labor practices during a five-month election campaign against the Teamsters, including discriminatory discharge and disciplining of employees.

However, because the union had not demonstrated majority support, it refused to issue a bargaining order, reversing its 1982 decision in *Conair Corp.* In that case, the U.S. Court of Appeals, District of Columbia Circuit, taking a position contrary to that of the 3rd Circuit, refused to enforce the NLRB's bargaining order. The U.S. Supreme Court refused to review the *Conair* decision.

In June, the NLRB ruled—3-1 again—that a union may not restrict a member's right to resign. It found that a union local committed an unfair labor practice by imposing a $2,250 fine on a union member who resigned and returned to work during a strike. The NLRB's decision overruled a 1982 case in which a divided board had held that during a strike a union could require members to give 30 days' notice before resigning and returning to work [**presstime**, Sept. 1984, p. 48].

Also in June, in a case involving a newspaper company, the NLRB ruled that the International Typographical Union violated sections of the Taft-Hartley Act by threatening intra-union charges against and refusing to accept the resignations of four union members at the New Haven (Conn.) Register (*International Typographical Union v. Register Publishing Co.*). The NLRB thus overruled an earlier decision involving another printing union.

The four Register employees had sought to resign after they had been either promoted to supervisory positions or transferred to jobs outside the jursidiction of the union. The ITU bylaws provided a member could not resign without consent of the local union, and the local union had rejected the resignations [**presstime**, Aug. 1984, p. 51].

The board reached a similar conclusion against The Newspaper Guild in two recent cases involving resignations at the New York Daily News and The New York Times. (See story, p. 51.)

In addition, the NLRB this year changed its policy on whether an employer may relocate part of its operation without union consent. Section 8(d) of the Taft-Hartley Act requires an employer to bargain in good faith with a union on wages, hours and other terms and conditions of employment.

In *Milwaukee Spring Division of Illinois Coal Co.* the NLRB—reversing a 1982 decision—held 3-1 that relocation of work does not constitute a contract modification in violation of Section 8(d) unless

---

James is counsel in the ANPA Legal Department.

it can be shown that relocation modified a specific contractual term.

The union had alleged that the employer committed an unfair labor practice by deciding without union consent to transfer part of its assembly-line operation from its unionized Milwaukee facility to a non-union facility during the term of the contract. The board determined that the employer did not disturb wages and benefits at its Milwaukee facility, and that neither the wage-and-benefit provision nor the recognition clause was modified by the relocation decision.

As a result of the NLRB's ruling in *Milwaukee Spring*, unless there is a specific contractual provision prohibiting the transfer of bargaining unit work, a company may transfer work out of the bargaining unit provided it bargains in good faith to an impasse and the company is not motivated by anti-union animus.

Other areas. Employer rules on union membership solicitation is another area in which the NLRB has revised former policies.

In *Our Way Inc. and International Brotherhood of Firemen and Oilers*, the NLRB, on another 3-1 vote returned to a 1974 policy. The board held that no-solicitation rules that prohibit soliciting during an employee's *working time* are presumptively lawful, whereas rules flatly prohibiting solicitation and distribution during *all company work hours* are presumptively unlawful.

The NLRB this year also narrowed the definition of concerted activity, which must be present for an employee to secure protection under federal labor law.

In *Meyers Industries Inc. v. Prill*, the board held that a truck driver's refusal to drive a truck is not protected activity, reversing its decision in *Alleluia Cushion Co.* In *Alleluia*, the NLRB had held that demonstrated group activity was not essential to finding "concerted activity"; rather, the board held that what might be a group concern could be termed concerted activity.

The Supreme Court in a 5-4 decision recently upheld the NLRB's finding of concerted activity in a similar case involving a truck driver discharged for refusing to drive a truck he believed to be unsafe because of faulty brakes (*City Disposal Systems Inc.*). In this case, however, the individual's assertion of a contractually grounded right to safe equipment was the basis for the finding of "concerted activity" [**presstime**, May 1984, p. 73].

Overruling prior case law, the NLRB Nov. 13 held that filing for unemployment compensation is not "concerted activity," and an employee did not violate by refusing to recall an employee because he filed such a claim.

In the past, most employers, given the option, have generally favored arbitration of a case rather than board consideration of an unfair labor practice charge. Very often if a union member is unsuccessful in grievance arbitration, he will seek redress from the NLRB by filing an unfair labor practice charge. The NLRB has expanded the instances in which it will defer to an arbitrator's award, rather than deciding the issue itself.

Under its holding in *Olin Corporation*, the NLRB said it will view the unfair labor practice as considered by the arbitrator if the contractual issue was factually parallel and the arbitrator was presented "generally with the facts relevant to resolving the unfair labor practice." Previously, the board would not defer to an arbitration award unless the unfair labor practice issue was presented to and considered by the arbitrator.

The NLRB also has revived a policy abandoned in 1972 of deferring to arbitration cases involving employer threats, discipline and discharge actions.

The board is revisiting a number of its policies relating to the so-called Weingarten rule. In 1975, the Supreme Court upheld the NLRB's policy of requiring an employer to allow a union representative in any investigatory interview of a union member. The NLRB later extended those rights to non-union employees.

The NLRB recently held that an employer has no obligation to provide a union representative at an investigatory interview without a request by the employee. Additionally, the board is reconsidering the application of the Weingarten rule to non-union employees.

Also, in recent cases on bargaining to an impasse, employer interrogation of active union supporters and replacement of sympathy strikers, the NLRB has issued decisions viewed favorably by employers.

While unions are upset by the recent rash of board decisions that they perceive as "anti-union," their prospects for legislative relief are slim. A campaign to expand the scope of the act was last attempted by the unions in 1977. Given the mood of the country and the Republican-controlled Senate, labor legislation seems highly unlikely in the near term. ☐

Two newspaper cases stuck in NLRB backlog

According to a report issued recently by a subcommittee of the House Government Operations Committee, the NLRB currently has a three-year backlog in issuing decisons.

The report found that one of the basic causes of the delay is high turnover. It faulted the Reagan administration for failing to fill the current vacancy that has existed for 15 months.

At a hearing before that subcommittee, NLRB Chairman Donald L. Dotson stated that more than 20 labor cases are deadlocked 2-2, and no decisions will be forthcoming until appointment of a fifth member.

Among the cases caught in the log jam are two involving newspapers.

One, concerning The Mercury of Pottstown, Pa., and The Newspaper Guild of Greater Philadelphia, raises First Amendment issues. The case has been pending before he NLRB for more than four years. In it, the board recognized the newspaper's right to establish a code of ethics but required bargaining on the penalties to be imposed for violation of the code. On appeal, the U.S. Court of Appeals, District of Columbia Circuit, remanded the case to the NLRB for further consideration in light of the First Amendment questions [**presstime**, Oct. 1980, p. 41].

The other newspaper case, which also has been before the NLRB for several years, involves the question of whether a newspaper can sue an employee for libel without committing an unfair labor practice. The case involves the Phoenix newspapers and The Newspaper Guild. An expeditious decision had been expected after the U.S. Supreme Court, in a very similar case (*NLRB v. Bill Johnson*), set forth a test for determining whether a libel action runs afoul of the National Labor Relations Act.

ANPA program charts trends in quality of newsprint

To most people, newsprint may look and feel the same as it did years ago.

But there have been significant changes in the stock on which newspapers turn out their daily and weekly products.

Specialists of the ANPA Newsprint Quality Program have been tracking these advances and occasional setbacks for more than a quarter-century.

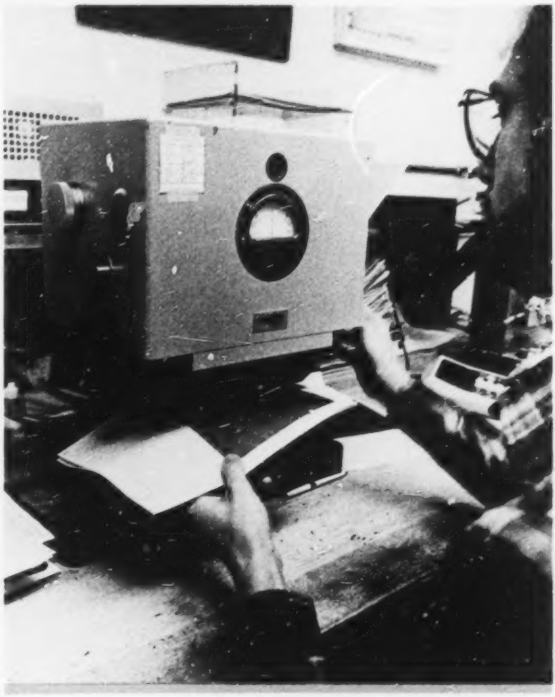
Doris Kleintop, ANPA supervisor/materials testing services, says one of the biggest differences is in the basis weight of newsprint, which has dropped from 52.1 grams per square meter (32 pounds) to 48.8 grams per square meter (30 pounds).

"There is a slowly increasing trend to even lower weights," she says, noting that 15 percent of the samples arriving at ANPA now have basis weights below 48.5 grams per square meter.

According to Kleintop, other noteworthy developments include:

- Advances in mill technology over the last five years that have led to increases in the average moisture content of newsprint from 7 to 7.7 percent. This enhances runability on the press.
- Changes in newsprint manufacture, particularly the shift to twin-wire machines. Newsprint made by the twin-wire process does not have the "felt and wire" sides that determined one side of the web from the other. Newsprint is now arbitrarily labeled as having "top and bottom" sides. They are virtually indistinguishable.
- An increase in average newsprint brightness, or luminance, over the last three years. Luminance had decreased 12.9 percent from 1965 to 1980. The recent increase was attributed to requests for whiter stocks for printing process color. In the 1965-80 period, the decrease in brightness and corresponding increase in opacity stemmed from increased use of blue dye in paper-making process, ANPA researchers report.

Kleintop says such optical characteristics have replaced basis-weight as one of newspapers' primary interests in newsprint quality.



C. David Rambo

ANPA technician Bruce Gold tests printability.

Another trend, she said, is the move by some newspapers to establish their own in-house newsprint testing programs that may duplicate some of the ANPA lab's functions.

"Faster turn-around time is one of the advantages a newspaper's lab would have over ours," Kleintop says. "Some of the disadvantages would be the expense of setting up the program and training the personnel." The equipment in ANPA's laboratory is valued at over $100,000.

As now constituted, the Newsprint Quality Program tests a variety of newsprint characteristics, including moisture, basis weight, opacity, brightness, strength, thickness, printability, smoothness and color [presstime, Nov. 1979, p. 49].

About 100 ANPA-member newpapers participate in the program. They contribute about 1,600 newsprint samples, each weighing three to six pounds, to The Newspaper Center annually.

Tests of those samples not only provide data on the quality of newsprint individual newspapers receive, but they also yield information on the product quality of specific mills, of paper produced in certain geographic regions and of the newsprint industry as a whole.

Test results are tabulated quarterly in cumulative fashion and sent to participating members and the mills. Each summer, ANPA publishes a special report containing charts of the previous year's results.

The Newsprint Quality Program is open only to ANPA members that can provide samples required to meet the program's mill quota of 12 samples per year for every 100,000 tons of annual mill capacity.

Over the years, the program ceased regular testing for printing hardness, porosity, tensile strength, stretch, show-through, apparent density, ink absorption, ink transfer and formation—the evenness of the laydown of paper fibers.

"We had reached a point in time when we had to decide between continuing with the same number of tests and samples or reducing the number of tests and bringing in more samples," Kleintop says, "and the latter route was chosen."

ANPA established another service in 1965, the Newsprint Testing Service, partly to satisfy needs of all newspapers. On an individual consulting basis, that service will conduct all the tests offered by the quality program, some of the tests that were dropped and some new tests that are not part of the quality program. Fees range from $10 for one test to $75 for the full range of tests.

To keep up with the demand for analyzing data and providing consulting services, Kleintop said the testing service is automating many of its tests and its information handling. The Reston lab is planning to install digital testing equipment to computerize data entry.

While the program has used the Larocque proof-press test to determine the printability of newsprint for letterpress operations, the lab is trying to develop equipment to test the growing number of samples received from newspapers printing by offset. ☐

For ninth month in a row, consumption is up

Newsprint consumption of all U.S. users increased 9.4 percent in September compared with September 1983, marking the ninth consecutive month of increase compared with 1983 levels.

For the first nine months of 1984, consumption of all U.S. users was up 9.5 percent.

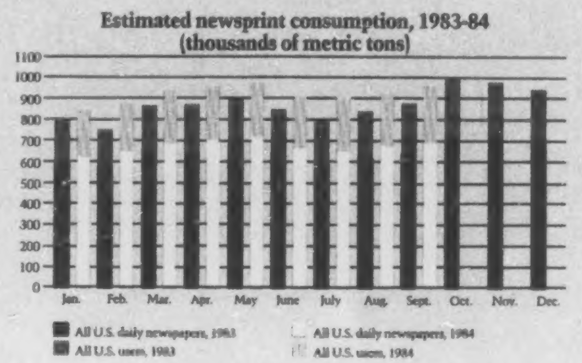
U.S. daily newspapers' consumption increased 5.6 percent in September and 5.9 percent for the first nine months of 1984. There have been nine consecutive months of increase in this category of consumption, too.

At the end of September, newsprint inventories of ANPA-member newspapers in the statistical sample were estimated to be 45 days—four days higher than at the end of September 1983. Stocks of North American mills were down 17.4 percent from the previous year's levels.

The September operating rate for Canadian mills was 92 percent, and for U.S. mills, 91.1 percent.

Shipments from Canadian mills for the first nine months were 8.1-percent higher than those for the same period in 1983. Canadian shipments to the United States increased 11.8 percent. Shipments within Canada were up 9.3 percent.

Domestic shipments from U.S. mills increased 11.3 percent.


Estimated newsprint consumption, 1983-84
(thousands of metric tons)

Estimated consumption of all U.S. users

	1984	1983	% Change
July totals	912,000(r)	816,000	+11.8(r)
August totals	944,000(r)	847,000	+11.5(r)
September totals	968,000(p)	885,000	+9.4(p)
Nine-month totals	8,377,000(p)	7,649,000	+9.5(p)

Estimated consumption of all U.S. daily newspapers[1]

Region	**September 1984(p)**	**September 1983**	**% Change**
Northeast	170,677	162,162	+5.2
North Central	154,421	143,501	+7.6
South	221,284	210,187	+5.3
West	149,203	142,868	+4.4
Circulation size			
up to 25,000	46,366	50,844	-8.8
25,001-100,000	120,773	117,203	+3.0
Over 100,000	528,446	490,671	+7.7
September totals	695,585	658,718	+5.6
Nine-month totals	6,099,121	5,761,796	+5.9
Region	**August 1984 (r)**	**August 1983**	**% Change**
Northeast	161,763	153,486	+5.4
North Central	147,227	137,718	+6.9
South	219,105	201,676	+8.6
West	154,675	140,177	+10.3
Circulation size			
up to 25,000	47,808	49,768	-3.9
25,001-100,000	122,269	115,018	+6.3
Over 100,000	512,693	468,271	+9.5
August totals	682,770	633,057	+7.9
Eight-month total	5,403,536	5,103,078	+5.9

Production

	Canada	U.S.A.	North America
September 1984	737,355	414,506	1,151,861
September 1983	707,239	377,268	1,084,507
Increase	+30,116 +4.3%	+37,238 +9.9%	+67,354 +6.2%
Nine months 1984	6,711,162	3,792,200	10,503,362
Nine months 1983	6,288,320	3,495,184	9,783,504
Increase	+422,842 +6.7%	+297,016 +8.5%	+719,858 +7.4%

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
July 1984	954,805	43	8
July 1983	825,638	42	6
August 1984	950,624	43(r)	5(r)
August 1983	848,560	40	6
September 1984	935,105	39(p)	6(p)
September 1983	811,782	36	5
Canadian mills			
September 1984	327,920	--	--
September 1983	357,906	--	--
U.S. mills			
September 1984	66,457	--	--
September 1983	119,467	--	--

Shipments

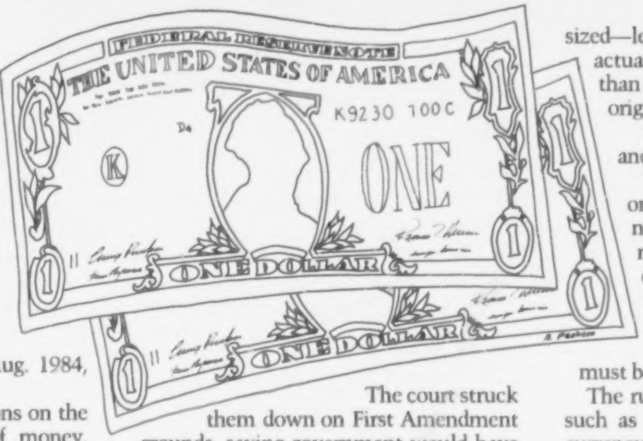
From Canadian mills	U.S.A.	Canada	Export	Total
September 1984	526,330	75,594	132,399	734,323
September 1983	507,355	85,861	144,323	737,539
Nine months 1984	4,894,098	776,081	1,016,046	6,686,225
Nine months 1983	4,375,986	710,173	1,100,914	6,187,073
Increase or decrease	+518,112 +11.8%	+65,908 +9.3%	-84,868 -7.7%	+499,152 +8.1%
From U.S. mills				
September 1984	388,548	----	20,712	409,260
September 1983	354,186	----	23,775	377,961
Nine months 1984	3,631,463	----	194,986	3,826,449
Nine months 1983	3,262,679	----	202,681	3,465,360
Increase or decrease	+368,784 +11.3%	---- ----	-7,695 -3.8%	+361,089 +10.4%
From North American mills				
September 1984	914,878	75,594	153,111	1,143,583
September 1983	861,541	85,861	168,098	1,115,500
Nine months 1984	8,525,561	776,081	1,211,032	10,512,674
Nine months 1983	7,638,665	710,173	1,303,595	9,652,433
Increase or decrease	+886,896 +11.6%	+65,908 +9.3%	-92,563 -7.1%	+860,241 +8.9%

[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample
(r) = revised (p) = preliminary

Supreme Court decision did not change rules on how money can be illustrated

BY RENE P. BROWN



The U.S. Supreme Court's July 3 decision on counterfeiting laws in *Regan v. Time, Inc.* resulted in much confusion over which illustrations of U.S. currency are legal and which are not.

Essentially, the court did not disturb any part of the law governing physical characteristics of an illustration. Rules on size, color and other factors remain the same [presstime, Aug. 1984, p. 34].

But the court did lift restrictions on the purposes for which pictures of money, stamps, bonds, and other obligations and security of the United States may be published. Those rules said illustrations must be limited to "philatelic, numismatic, educational, historical or newsworthy purposes in articles, books, journals, newspapers, or albums. . . ."

The court struck them down on First Amendment grounds, saying government would have to make a judgment based on content of published material to enforce such provisions.

Prior to the decision, enforcement of counterfeiting laws appeared lax and sporadic. Since July, however, enforcement seems to have been stepped up.

Rules on the physical characteristics are:

- Illustrations must be either undersized—less than three-fourths the size of actual currency—or oversized—more than one and one-half the size of the original.
- Illustrations must be in black and white.

This means that advertisements or news artwork, for example, may not use any color to illustrate currency, even if the illustration complies with the size restrictions.

- Negatives and plates used in making the illustrations must be destroyed after publication.

The rules do not apply to artistic work such as a drawing that merely suggests currency but is not actually "in the likeness of" genuine currency.

Perhaps the best guide for determining whether a particular illustration might constitute a violation would be to ask, "If someone were to cut out this picture and give it to me, would I in haste take it, thinking it is genuine currency?" If your answer to this question is yes, then you probably should not publish or print the illustration. ☐

Brown is counsel in the ANPA Legal Department.

Register and Tribune Co. to weigh offers

Directors of the Des Moines Register and Tribune Co. will consider Dec. 10 a $112-million offer to buy the firm, company Secretary and General Counsel Barbara M. Mack said. The board also may consider a second offer.

The $112-million bid, which was extended to Dec. 15, was made by an investment group that includes Dow Jones & Co.; two Des Moines Register executives, Michael G. Gartner, president, and Gary G. Gerlach, executive vice president and publisher; Des Moines attorney David Belin; and Richard S. Levitt, vice chairman of Norwest Banco, Minneapolis.

In early November, Gartner and Gerlach were given paid leaves of absence pending resolution of issues raised by the offer. The second offer was reported to have come from Ingersoll Publications of Sharon, Conn., and was said to have exceeded that of Dow Jones. However, there was no official confirmation.

The Cowles family controls the Register and Tribune Co. and the separate, Minneapolis-based Cowles Media. Co. ☐

INCFO becomes INFE

The Reston, Va.-based Institute of Newspaper Controllers and Finance Officers has a new name—International Newspaper Financial Executives.

The organization moved to The Newspaper Center in 1983. ☐

Changes in command

The **Newspaper Research Council**, at its semi-annual conference in Des Moines Oct. 21-24, elected the following new officers:

- *President*—Ronald B. Kuzoian, The Boston Globe
- *Vice President*—Gerald T. Silvers, The Cincinnati Enquirer
- *Secretary*—Mark R. Schneider, The Courier-Journal and The Louisville Times
- *Treasurer*—Steven Seraita, Branham Newspaper Sales, New York City ☐

R. Sterling Trantham

The Roswell (N.M.) Daily Record Oct. 1 became the 12th p.m. paper to go a.m. this year, creating a trick one old dog can't learn. Canine Sam Tucker was used to retrieving Therman Mirrick's Record every evening. Although Sam picks up the paper in the morning, he will not give it up until Mirrick gets home at night.

ANPA Calendar

DECEMBER

Managing People in the Circulation Department Workshop, sponsored by ANPA, International Circulation Managers Association and the Newspaper Personnel Relations Association
Brown Palace Hotel, Denver, Dec. 3-5

ANPA Legal Affairs Committee meeting
The New York Times Co., New York City, Dec. 5

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, Dec. 6-7

ANPA Foundation Board of Trustees meeting
The Waldorf-Astoria, New York City, Dec. 6

Management Skills for Newspaper Promotion Workshop, sponsored by ANPA and the International Newspaper Promotion Association
Back Bay Hilton, Boston, Dec. 10-12

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Dec. 10-14

Single Copy Symposium, sponsored by ANPA, ASNE, APME, ICMA, INPA, International Newspaper Advertising and Marketing Executives, and the Newspaper Research Council
Amfac Hotel, Dallas-Fort Worth Airport, Dec. 11-12

JANUARY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Jan. 7-11

ANPA Convention Arrangements Committee meeting
Fontainebleau Hotel, Miami Beach, Jan. 9

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
Hilton Riverside and Towers, New Orleans, Jan. 10-11

ANPA Labor and Personnel Relations Conference
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 10-12

ANPA Human Resources Committee meeting
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 11

Supervisory Development Workshop, sponsored by ANPA and the Texas Daily Newspaper Association
Ramada Hotel Dallas, Jan. 11-12

ANPA Management Development Workshop
Ramada Hotel Dallas, Jan. 14-18

ANPA Technical Committee meetings
The Newspaper Center, Reston, Va., Jan. 15-16

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Jan. 21-25

FEBRUARY

ANPA Board of Directors meeting
Mauna Kea Beach Hotel, Kamuela, Hawaii, Feb. 4-6

Leadership in the Newsroom Workshop, sponsored by ANPA, ASNE and APME
Cathedral Hill Hotel, San Francisco, Feb. 4-6

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Westward Look Hotel, Tucson, Feb. 7-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 11-15

ANPA Postal Committee meeting
Capital Hilton, Washington, D.C., Feb. 12-13

Newspaper Executives Marketing Seminar, sponsored by ANPA and INPA
The Houstonian, Houston, Feb. 17-22

Managing People in the Circulation Department Workshop, sponsored by ANPA, ICMA and NPRA
Hotel Royal Plaza, Lake Buena Vista, Fla., Feb. 18-20

Profiling Newspaper Personnel Management Workshop sponsored by ANPA and NPRA
Marriott Hotel Downtown, Chicago, Feb. 24-27

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Feb. 25-March 1

ANPA

Officers

Chairman and President
Richard J. V. Johnson, Houston Chronicle
Vice Chairman
Alvah H. Chapman Jr., Knight-Ridder Newspapers Inc., Miami
Secretary
K. Prescott Low, The Patriot Ledger, Quincy, Mass.
Treasurer
Arthur Ochs Sulzberger, The New York Times Co.
Chairman of Executive Committee
William C. Marcil, The Forum, Fargo, N.D.

Directors

Garner Anthony, Cox Enterprises Inc., Atlanta
Frank A. Bennack Jr., The Hearst Corp., New York
Charles T. Brumback, Chicago Tribune Co.
Helen K. Copley, The Copley Press Inc., La Jolla, Calif.
William H. Cowles 3rd, The Spokesman-Review, Spokane
Robert F. Erburu, The Times Mirror Co., Los Angeles
Edward W. Estlow, Scripps-Howard, Cincinnati
Jacques-G. Francoeur, UniMedia Inc., Montreal
Edwin L. Heminger, The Courier, Findlay, Ohio
Uzal H. Martz Jr., Pottsville (Pa.) Republican
Charles M. Meredith III, The Free Press, Quakertown, Pa.
John Grey Montgomery, Montgomery Publications Inc., Junction City, Kan.
James M. Moroney Jr., A. H. Belo Corp., Dallas
Donald E. Newhouse, The Star-Ledger, Newark
Lloyd G. Schermer, Lee Enterprises Inc., Davenport, Iowa
Donald N. Soldwedel, Western Newspapers Inc., Yuma, Ariz.
George W. Wilson, Concord (N.H.) Monitor

Staff

Executive Vice President and General Manager, Jerry W. Friedheim
Senior Vice President and Deputy General Manager, Thomas C. Fichter
Vice President/Human Resources, Roy W. Anderson
Vice President/Industry and Public Affairs, Robert L. Burke
Vice President/presstime Editor, James E. Donahue
Vice President and Director/ANPA Foundation, Judith D. Hines
Vice President/General Counsel, W. Terry Maguire
Vice President/Technical, William D. Rinehart
Director/Technical Research, George Cashau
Director/Telecommunications Affairs, Kathleen Criner
Director/Membership Development, Mark Daly
Director/Technical Services, Peter P. Romano
Manager/Board of Directors Office, Bruce N. Bant
Manager/Accounting, Glenn R. Beales
Manager/Technical Training, Arthur M. Boudreau
Manager/Government Affairs, Martin Casey
Manager/Labor Relations, Charles Cole
Manager/Membership Services, Michael Genick
Research Manager/Computer Applications, John W. Iobst
Manager/Environmental Services, Richard W. Neergaard
Manager/Training Services, Stephen E. Palmedo
Manager/Newsprint and Transportation, Joseph F. Prendergast Jr.
Manager/Personnel Relations, Patricia P. Renfroe
Manager/Public Affairs, William Schabacker
Manager/Education Services, ANPA Foundation, Linda B. Skover
Business Manager, Anthony G. Tesoriero
Research Manager/Engineering, Frederick L. Warner

Letters

Research Council beginnings

The important role of the Newspaper Research Council in the expansion of newspaper research is very well described in the October issue of presstime.

But your account of the origins of the council should be corrected before it is picked up by future historians of journalism.

The council started out in 1960 as the Research Advisory Council to the Bureau of Advertising (now the Newspaper Advertising Bureau) as a forum for us to review our own research plans, as well as to exchange ideas on research problems confronting newspapers generally.

In that pre-jet, low travel budget era, we met around the bureau's conference table whenever a meeting brought a group of researchers to New York, and we met at other sites whenever a modest quorum could be assembled to piggyback on a convention.

The original council included such memorable figures as Pierre Martineau, Sidney Goldish and Alan Donnahoe, as well as currently active researchers like Glenn Roberts and John Mauro. And as today, the discussions continued long after the meetings ended.

Leo Bogart
Executive vice president
and general manager
Newspaper Advertising Bureau
New York, N.Y.

Representing all sizes

I join with the many members of the national newspaper advertising sales organizations in the United States in thanking you for the very positive exposition (presstime, October) of the role our firms play in developing more national advertising for our newspaper clients, most of whom are members of the ANPA.

The whole process of buying and selling newspaper advertising, whether it be general or retail, has become more sophisticated and more complex than ever before. Consequently, we feel the expertise of the nation's newspaper advertising representative firms is contributing greatly to the profitability of American newspapers.

However, I would like to point out a discrepancy in your article that did some disservice to our firm and the newspapers we represent. Reference was made to the fact that Branham Newspaper Sales "specialize in the needs of small papers" and a later quote in the article indicated that "Branham represents primarily small and mid-size papers, as well as a few larger ones." This is not the position we occupy in the advertising industry.

The fact that we represent newspapers published in five of the 10 largest markets in the United States (Boston, New York, Houston, Dallas, Oakland-San Francisco), and that 15 of our newspaper clients have circulations in excess of 100,000, gives us a very well-rounded posture, making our services to the advertisers and agencies quite valuable. . . . To imply less does us great harm.

Donald H. Waddington
President
Branham Newspaper Sales
New York, N.Y.

Sexist cover?

I would like to voice my complaint at your cover photograph of the November issue. Whereas I am sure that no direct sexism was intended, the pose of the people in the photo tends to enforce the traditional stereotype of men dominating women: Notice the man's posture and stance vs. the woman's, who is sitting very properly with head lowered.

My sensitivity to the image of women has often been criticized as over-reacting or triviality, but I feel it is important that we recognize these biases in ourselves and work to change them, especially in the newspaper field, which has so much influence on the general public.

Mary J. Mitchell
Classified advertising manager
The State News
East Lansing, Mich.

Covering the audit bureau

I just had an opportunity to review the November issue of presstime, and want to thank you for your coverage of ABC.

I thought the article on ABC . . . was extremely fair and balanced, and should continue to assist ABC in expanding communications with ANPA membership.

We appreciate the support of ANPA and your excellent cooperation in helping us explain our mission to an important Audit Bureau constituency.

M. David Keil
President and managing director
Audit Bureau of Circulations
Schaumburg, Ill.

ANPA News

First Amendment quotations booklet being updated

ANPA Foundation is collecting new quotations on freedom of speech and of the press, on responsibility in journalism and on relationships between the media and government.

The effort is geared toward updating the booklet "Speaking of a Free Press: A Collection of Notable Quotations about Newspapers and a Free Press." The booklet was published by ANPA Foundation in 1974 and is out of print.

Judith D. Hines, Foundation vice president and director, said her staff is looking for quotations spoken or written since 1974. But older ones not included in the 1974 publication also will be considered.

"The goal," Hines said, "is to preserve those quotations that have met the test of time while adding expressions that seem especially fitting and insightful."

Submissions with exact citations should be sent to the Foundation at The Newspaper Center by February 1985. ☐

New members

The Newnan Times-Herald

Newnan, Ga. (circulation 12,100). William W. Thomasson, publisher.

DAILY NEWS-SUN

Sun City, Ariz. (circulation 17,985). Edward J. Somers, publisher. ☐

Fred Jenkin (left) of Royal Zenith Corp. and ANPA's Executive Vice President Jerry W. Friedheim review specifications for the Royal Zenith Linoscan 4050 color scanner donated to the Association. (See story, p. 8.)

TURN BLACK AND WHITE INTO GREEN

EXTRA
YOUR PAPER
more profit
THE UNITED
L 74776966 D
L
12
12
12

Special advertising packages can make *your* newspaper more profitable. And Copley News Service offers special advertising packages with a special flair for attracting more readers.

And more advertisers.

INCREASE AD REVENUE BY INCREASING ADVERTISERS' INTEREST

With packages such as "Brides & Bouquets," "Back to School" and "Christmas", Copley News Service Special Advertising Packages all but ensure increased readership.

And increased readership in such specific areas can make ad space sales to florists, garden shops, clothing retailers, building contractors, department stores and travel agencies especially easy.

NATIONAL-QUALITY REPORTING ON A LOCAL BUDGET

All 18 Copley News Service Special Advertising Packages include 25 features written by top newspaper pros. Plus 13 photos or illustrations and several shorts and fillers.

And the cost of each package is surprisingly low — just $65 to $150 depending on your newspaper's circulation.[1]

All in all, it's less expensive — and much more profitable — than having your staff reporters, photographers and stringers put such a package together.

REPORT MORE PROFITS FOR YOUR PAPER, CALL TOLL FREE TODAY

For more information and a complete list of selections and prices, call Copley News Service toll free, **1-800-445-4555.** From California, Alaska, Hawaii and Canada, call collect 619/293-1818.

[1] Prices for camera ready copy only

COPLEY
news service
P.O. BOX 190, SAN DIEGO, CA 92112

USA YESTERDAY:

"...were it left to me to decide whether
we should have a government without newspapers,
or newspapers without government, I should not
hesitate a moment to prefer the latter."

Th Jefferson

THE NATION'S NEWSPAPER

USA TODAY

VIA SATELLITE

As The Nation's Newspaper, now 5,000,000* readers strong every weekday, we are proud of our record growth and recognize our unique responsibility to all these intelligent, sophisticated readers who make USA TODAY their primary information source day in and day out.

Source: SMRB, 1984